



Design, B.S. *major*

Graphic Design Emphasis

Required Credits: 78

Required GPA: 2.00

Required TAD Core Courses

Complete the following courses:

- TADD 1100 Orientation to Technology, Art, and Design (2 credits)
- TADD 1200 Two-Dimensional Visual Foundations (2 credits)
- TADD 1300 Three-Dimensional Visual Foundations (2 credits)
- TADD 1400 The Art of Napkin Sketching (2 credits)
- TADD 1500 Adobe Illustrator (2 credits)
- TADD 1550 Adobe Photoshop (2 credits)
- TADD 1600 Fundamentals of Digital Photography (2 credits)
- TADD 1800 Creativity in Action (2 credits)
- TADD 2310 Artificial Intelligence for Art & Design (2 credits)
- TADD 3000 Presentation Planning, Design, and Delivery (3 credits)
- TADD 3090 Leadership in Creative Industries (2 credits)
- TADD 3360 History of Contemporary Art & Design: 1945-Present (3 credits)

Culmination Core

Complete the following courses:

- TADD 3130 Junior Screening (0 credit)
- TADD 3899 Junior Culmination (2 credits)
- TADD 4130 Senior Screening (0 credit)
- TADD 4899 Senior Culmination (2 credits)

Complete the following course for 2 credits:

- TADD 4867 Advanced Studio Practice (2 credits)

Art & Design Core

Complete the following courses:

- TADD 1150 Drawing Fundamentals (2 credits)
- TADD 2100 History, Philosophy, and Application of Color (3 credits)
- TADD 2300 Introduction to Typography (2 credits)
- TADD 3350 History of Modern Art & Design: 1820-1945 (3 credits)

2D Core

Complete the following courses:

- TADD 2200 Introduction to Graphic Design (2 credits)
- TADD 2550 Adobe InDesign (2 credits)
- TADD 3020 Typography: Hand Lettering (2 credits)

3D Core

Complete the following courses:

- TADD 3380 Designing for Experiences (2 credits)
- TADD 3551 Autodesk 3ds Max I (2 credits)
- TADD 3552 Autodesk 3ds Max II (2 credits)

Creative Core

Complete the following courses:

- TADD 3040 Typography: Digital Typefaces (2 credits)
- TADD 3300 Wayfinding & Signage Design (2 credits)
- TADD 3340 Branding & Identity Design (2 credits)
- TADD 3449 Adobe Premiere Pro (2 credits)
- TADD 3553 Blender (2 credits)

Graphic Design Emphasis

Complete the following courses:

- TADD 3320 Package Design (2 credits)
- TADD 3460 Printmaking: Traditional (2 credits)
- TADD 3470 Printmaking: Experimental (2 credits)
- TADD 4020 Web & Social Media Design (2 credits)
- TADD 4800 Advanced Typography (2 credits)
- TADD 4850 Advanced Branding & Identity Design (2 credits)
- TADD 4898 Advanced Graphic Design (2 credits)

Program Learning Outcomes | Design, B.S.

1. Students will communicate effectively in oral, written and visual forms.
2. Demonstrate knowledge in diverse cultural and historical perspectives and apply them to their art and design practice.
3. Students will develop and demonstrate competence in implementing art and/or design principles.
4. Students will demonstrate the ability to implement the creative process independently and/or interdependently.
5. Students will exhibit the ability to seek, give and accept constructive criticism.