Once enrolled in the School of Technology, Art and Design with an emphasis in Graphic Design, you will have the opportunity to study introductory and advanced topics in print design, advertising, branding, packaging and multi-media.

The curriculum is presented through instruction, demonstrations, and hands-on experiences to help students fully understand graphic design concepts and principles. They have the opportunity to apply their understanding of graphic design theory by completing collaborative and independent projects. Topics addressed in program coursework include layout strategies, typography, production language and technology, desktop publishing software, digital photography, color management and visual merchandising.

When these skills are coupled with our courses in exhibit design, students gain additional breadth of understanding that make them uniquely qualified for areas such as environmental graphics, wayfinding/signage, product design and packaging.

The department prides itself on its close relationship with the industry. Many of our industry partners serve on an advisory board as well as collaborate to bring real world projects to our students. Students create a portfolio of their applied projects to be reviewed by our industry partners. Students gain valuable presentation/interviewing skills to prepare them for their career in graphic design.

Want to see the kind of work you would be creating in Graphic Design?

Every spring the program hosts a Portfolio Review with each senior presenting their portfolio to industry professionals and the general public. You are invited to see a sample of your future. Just contact Andrew Graham (see below for contact information).

Screening Process

All Design Majors are required to pass a screening process in order to register for Junior Culmination and Senior Culmination. The screening process takes place during the fall of the students Junior and Senior year.

For more information, contact:
Andrew Graham
AGraham@bemidjistate.edu
(218) 755-2953
I. Required Core Courses - Subtotal 24 Credits
   TADD 1430 Design Foundations (4 credits)
   TADD 1440 Drawing Foundations (4 credits)
   TADD 2440 2D Design Software (4 credits)
   TADD 3440 3D Design Software (4 credits)
   TADD 3450 History of Modern Design (4 credits)
   TADD 3900 Junior Culmination (2 credits)
   TADD 4900 Senior Culmination (2 credits)

II. Graphic Design Emphasis - Subtotal 44 Credits
   TADD 3420 Introduction to Exhibit Design (4 credits)
   TADD 3430 Introduction to Graphic Design (4 credits)
   TADD 3548 Advanced 3D Design (4 credits)
   TADD 3549 Interactive Design (4 credits)
   TADD 3568 Exhibit Design/Trade Show (4 credits)
   TADD 3569 Exhibit Design/Environments (4 credits)
   TADD 3578 Typography (4 credits)
   TADD 3579 Branding and Packaging (4 credits)
   TADD 3648 Color Theory (4 credits)
   TADD 4549 Advanced Media Design (4 credits)
   TADD 4579 Advanced Graphic Design (4 credits)

Total Semester Credits for the Art & Design Program - 68 Credits
A total of 120 Semester Credits is Required for a Bachelor of Science Degree

Suggested Schedule, Design Major, B.S. Graphic Design Emphasis

Freshman Year
   TADD 1430 Design Foundations (4 credits)
   TADD 1440 Drawing Foundations (4 credits)
   TADD 2440 2D Design Software (4 credits)
   TADD 3430 Introduction to Graphic Design (4 credits)
   TADD 3440 3D Design Software (4 credits)
   Liberal Education Requirements

Sophomore Year
   TADD 3420 Introduction to Exhibit Design (4 credits)
   TADD 3450 History of Modern Design (4 credits)
   TADD 3548 Advanced 3D Design (4 credits)
   TADD 3569 Exhibit Design/Environments (4 credits)
   TADD 3578 Typography (4 credits)
   Liberal Education Requirements

Junior Year
   TADD 3549 Interactive Design (4 credits)
   TADD 3568 Exhibit Design/Trade Show (4 credits)
   TADD 3579 Branding and Packaging (4 credits)
   TADD 3648 Color Theory (4 credits)
   TADD 3900 Junior Culmination (2 credits)
   Liberal Education Requirements

Senior Year
   TADD 4549 Advanced Media Design (4 credits)
   TADD 4579 Advanced Graphic Design (4 credits)
   TADD 4900 Senior Culmination (2 credits)
   Liberal Education Requirements

Career Paths and Income
Graphic Designer // $51,000
Art Director // $61,000
Multimedia Designer // $50,000
Exhibit Designer // $60,000
Illustrator // $40,000
(Median Income, www.payscale.com)

High School Course Recommendations
- Drafting
- 2D & 3D Design
- Drawing
- Illustration
- Photography
- Computer Science Classes

A member of the Minnesota State Colleges and Universities system, Bemidji State University is an equal opportunity educator and employer.