

GRAPHIC DESIGN MAJOR

The Graphic Design major is a collaboration between the departments of Art and Art History, Communication & Media Studies and Marketing. The Art and Art History Department delivers most of the courses and manages the major, with Communication & Media Studies and Marketing supporting the major with several key courses.

Learning Goals and Outcomes

Goal 1: Solve communication problems and carry projects from creation to completion; including the skills of research, analysis and idea generation, using relevant industry standard graphics software

Goal 2: Create and develop visual concepts in response to communication problems, including an understanding of the principles of visual organization, information hierarchy, typography, principles of color, and composition

Goal 3: Apply principles of visual communication as they relate to reaching audiences, the role of design in society as a tool to raise awareness and mobilize audiences, in addition to working collaboratively

Goal 4: Create a professional portfolio that demonstrates problem-solving expertise (including advanced typography, creative concepts, and innovative solutions necessary for an entrylevel design position at leading graphic design firm)

Requirements

The traditional undergraduate programs includes a minimum of 120 credits distributed across three components: A General Education component divided into Signature Courses, Variable Courses, and an Integrative Learning requirement; a Major and Divisional component; and Free Electives. In addition to course requirements as specified in each area, students must complete one certified course in each of the following overlay areas¹:

1. Diversity, Globalization or Non-western Area Studies,
2. Ethics Intensive
3. Writing Intensive, and
4. Diversity

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Overlay requirements are part of the 120 credit requirements

General Education Signature Courses

See this page about Signature courses (<https://academiccatalog.sju.edu/curricula/#signature>).

General Education Variable Courses

See this page about Variable courses (<https://academiccatalog.sju.edu/curricula/#variable>). Six to Nine courses

General Education Overlays

See this page about Overlays (<https://academiccatalog.sju.edu/curricula/#overlay>).

General Education Integrative Learning Component

See this page about Integrative Learning Component (<https://academiccatalog.sju.edu/curricula/#integrative-learning>). Three courses:

Code	Title	Hours
3 courses from the following:		9
MTF 284	Digital Filmmaking	
MTF 287	Commercial Production	
CSC 110	Building Virtual Worlds	
CSC 115	Intro to Computer Science	
CSC 125	CSC I: Programming Fundamentals	
CSC 131	Web Design for All	
CSC 134	Databases for All	
CSC 341	Introduction to Graphics	
ENG 206	Public Speaking & Presentation	
ENG 263	Writing for Organizations	
ENG 265	Writing for Public Relations	
ENG 269	Intro to Mass Communication	
ENG 268	Fact-checking and Fake News	
ENG 350	Advanced News Reporting	
ENG 365	Multimedia Journalism	
SOC 102	Social Problems	
SOC 205	Ethnic & Minority Relations	
SOC 208	Sociology of Gender	
SOC 217	Mental Health & Society	
PSY 220	Sensation and Perception	
PSY 229	Psycholinguistics	
PSY 123	Psychology of Men and Women	
PSY 127	Behavioral Economics	
PSY 223	Health Psychology	
PSY 226	Psychology of Emotion	
PSY 240	Sports Psychology	

Major Requirements

Code	Title	Hours
ARH 170	Special Topics in Art History	3
ART 190	Fundamentals of Graphic Design	3
ART 290	Typography: Design Letterform	3
ART 390	Commercial Design	3
COM 372	Web Design & Development	3
Electives		15
MKT 303	MKT Communications	
MKT 314	Social Media Marketing	
MKT 316	Digital Marketing	
MKT 343	Entertainment Marketing	
MKT 353	Sports Marketing	
MKT 321	Advertising	
MKT 324	Public Relations and Publicity	

Total Hours **30**