GRAPHIC DESIGN, BA

Program Description
Graphic Design is a creative and inspiring process that combines art and technology to communicate ideas and information visually from client to audience. Rooted in traditional art and design foundations, the focus of the Graphic Design curriculum is to educate and inform students of the impact design can make through the exploration of diverse problem-solving methodologies, innovative investigations, and creative research in all forms of visual communication. Through their studio work, Graphic Design majors will address issues stressing social and cultural awareness, integration of new technology, and sustainable practices while being prepared to enter into the evolving creative industry.

Student Learning Outcomes
Students will:
• Demonstrate mastery of client-focused, visual communication and problem-solving methodologies;
• Demonstrate proficiency in professional skills and use of technology in preparation for professional practice;
• Demonstrate advanced critical thinking in analyzing discipline history, theory, criticism and practices;
• Be prepared for professional positions in the field of visual communications or for graduate school.

General Requirements

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Core Curriculum Program (Includes ARTS 1303 and 1304)</td>
<td>42</td>
</tr>
<tr>
<td>First-Year Seminars (when applicable)</td>
<td>0-2</td>
</tr>
<tr>
<td>Graphic Design Major Requirements</td>
<td>54</td>
</tr>
<tr>
<td>University Electives</td>
<td>18</td>
</tr>
<tr>
<td>University Language Requirements</td>
<td>6</td>
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<tr>
<td>Total Credit Hours</td>
<td>120-122</td>
</tr>
</tbody>
</table>

1 First-Year Seminars or Electives
Full-time, first time in college students are required to take the first-year seminars.
• UNIV 1101 First-Year Seminar I (1 sch)
• UNIV 1102 First-Year Seminar II (1 sch)

Program Requirements

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>Full-time, First-Year Students 1</td>
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<tr>
<td>UNIV 1101</td>
<td>First-Year Seminar I</td>
<td>1</td>
</tr>
<tr>
<td>UNIV 1102</td>
<td>First-Year Seminar II</td>
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<tr>
<td>Core Curriculum Program</td>
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<tr>
<td>University Core Curriculum</td>
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<td>42</td>
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</tbody>
</table>

Note: ARTS 1303 and ARTS 1304 need to be taken as part of the University Core Curriculum. Both are required for the BA in Graphic Design degree.

Art Requirements

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>ARTS 1311</td>
<td>Design I</td>
<td>3</td>
</tr>
<tr>
<td>ARTS 1316</td>
<td>Drawing I</td>
<td>3</td>
</tr>
<tr>
<td>ARTS 2333 or ARTS 2356</td>
<td>Printmaking I or Photography I</td>
<td>3</td>
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Graphic Design Requirements

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>GRDS 1301</td>
<td>Foundations of Graphic Design</td>
<td>3</td>
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<tr>
<td>GRDS 1302</td>
<td>Typography I</td>
<td>3</td>
</tr>
<tr>
<td>GRDS 2301</td>
<td>Historical Perspectives of Graphic Design</td>
<td>3</td>
</tr>
<tr>
<td>GRDS 2302</td>
<td>Design Studio I</td>
<td>3</td>
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<tr>
<td>GRDS 2303</td>
<td>Concept &amp; Making</td>
<td>3</td>
</tr>
<tr>
<td>GRDS 3301</td>
<td>Typography II</td>
<td>3</td>
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<tr>
<td>GRDS 3303</td>
<td>Design Experience &amp; Awareness</td>
<td>3</td>
</tr>
<tr>
<td>GRDS 3304</td>
<td>Publication &amp; Editorial Design</td>
<td>3</td>
</tr>
<tr>
<td>GRDS 3305</td>
<td>Packaging Design</td>
<td>3</td>
</tr>
<tr>
<td>GRDS 3306</td>
<td>User Interface/User Experience</td>
<td>3</td>
</tr>
<tr>
<td>GRDS 3310</td>
<td>Client Solutions</td>
<td>3</td>
</tr>
<tr>
<td>GRDS 4304</td>
<td>Emerging Technologies</td>
<td>3</td>
</tr>
<tr>
<td>GRDS 4309</td>
<td>Design in Advertising</td>
<td>3</td>
</tr>
<tr>
<td>GRDS 4310</td>
<td>Portfolio and Professional Practices</td>
<td>3</td>
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</table>

Lower Level Review happens in the Spring semester of Year 1
Upper Level Program Review happens in the Spring semester of Year 2

Graphical Design Electives
Select 3 hours of upper division electives. 3
Total Hours 98

1 Transfer students with 24 or more hours are exempt from First-Year Seminar.

Required Program Reviews

Graphic Design Majors will undergo two formal portfolio and performance reviews. Students that intend to major in Graphic Design and meet all eligibility requirements for the reviews must participate. Students are eligible for the Lower Level Review (LL Review) after completing two specified GRDS foundational program courses. Lower and Upper Level Reviews occurs in Spring semesters only. Students who do not pass the Lower Level Review will not be able to register for sophomore level classes and will be advised to repeat one or both of the specified foundational courses. After passing the LL Review, all students intending to graduate with a BA in Graphic Design must pass the Upper-Level Admission Portfolio Review (UL Review) with the completion the specified GRDS program courses to be allowed to continue upper-level coursework in the program. Students will not be permitted to enroll in the remaining 3000 - 4000-level Graphic Design Degree Program courses until they have passed the UL Review and have been formally advised to advance. Students denied advancement into upper-level courses in the Graphic Design program after their first UL Review will be allowed only one additional attempt by resubmitting their revised portfolio for review. Discerning advancement through the Graphic Design Degree Program ensures elevated professionalism of program graduates.
Transfer Credit:
Special arrangements will be made to review the work of students who have completed communication design or graphic design courses at other institutions to determine the appropriate entry level into the TAMU-CC program and award of transfer credit. All students, regardless of academic status, must be admitted into the Graphic Design Program through either the Lower Level Review or Upper Level Review.

Grade Minimums:
Graphic Design students must earn a “C” or higher in all major courses to remain in the program. If the student does not earn a “C” or higher in a major course, the student may be required to repeat the course or be removed from the Graphic Design Program. A student that earns a “D” or lower in major courses for two consecutive semesters will be removed from the Graphic Design Program.

Degree Matriculation Expedition or Exceptions:
The BA in Graphic Design degree is a 4-year, sequenced curriculum that cannot typically be expedited due to cohort capacities, program resources and course prerequisites. Requests for expediting the degree plan will be considered, but are not guaranteed to be granted. All requests must be approved by the Graphic Design Program Coordinator and Graphic Design Faculty. The GRDS Matriculation Exception Policy and Criteria is available upon request from the Program Coordinator.

Courses

Art Courses

**ARTS 1301 Art and Society**
3 Semester Credit Hours (3 Lecture Hours)
Designated for non-art majors. Establishes a working vocabulary for evaluating works of art in various media. Objects are interpreted in terms of their specific historical contexts and the changing relationships between art and society. This course does not fulfill the art history requirement for art majors.
TCCNS: ARTS 1301

**ARTS 1303 Art History Survey I**
3 Semester Credit Hours (3 Lecture Hours)
An examination of painting, sculpture, architecture, and other arts from the ancient through medieval periods.
TCCNS: ARTS 1303

**ARTS 1304 Art History Survey II**
3 Semester Credit Hours (3 Lecture Hours)
A further examination of painting, sculpture, architecture, and other arts from the Renaissance through Modern periods. This course satisfies the university core curriculum requirement in fine arts.
Prerequisite: ARTS 1303.
TCCNS: ARTS 1304

**ARTS 1311 Design I**
3 Semester Credit Hours
A studio course concerning the fundamentals of art with emphasis on two-dimensional concepts.
TCCNS: ARTS 1311

**ARTS 1312 Design II**
3 Semester Credit Hours
A studio course concerning the fundamentals of art with emphasis on three-dimensional concepts. This 3D foundations course utilizes creative problem-solving strategies and basic sculpture tools to explore spatial relationships and to create sculptural forms in space.
Co-requisite: SMTE 0097.
TCCNS: ARTS 1312

**ARTS 1316 Drawing I**
3 Semester Credit Hours (3 Lecture Hours)
A studio course investigating a variety of media techniques, including their descriptive and expressive possibilities.
TCCNS: ARTS 1316

**ARTS 1317 Drawing II**
3 Semester Credit Hours
A further investigation of media techniques explored in Drawing I, including their descriptive and expressive possibilities.
Prerequisite: ARTS 1316.
Co-requisite: SMTE 0097.
TCCNS: ARTS 1317

**ARTS 2311 Design III: Color**
3 Semester Credit Hours
Investigation of the properties of color. Color is studied and applied to studio-oriented design assignments.
Co-requisite: SMTE 0097.

**ARTS 2316 Painting I**
3 Semester Credit Hours (3 Lecture Hours)
A studio course exploring the potentials of painting media.
Prerequisite: ARTS 1316.
Co-requisite: SMTE 0097.
TCCNS: ARTS 2316

**ARTS 2323 Printmaking I**
3 Semester Credit Hours
An introductory studio course in basic printmaking processes and techniques.
Prerequisite: ARTS 1316 or 1311.
Co-requisite: SMTE 0097.
TCCNS: ARTS 2333

**ARTS 2346 Ceramics I**
3 Semester Credit Hours (3 Lecture Hours)
An introductory studio course in basic ceramic processes.
Co-requisite: SMTE 0097.
TCCNS: ARTS 2346
ARTS 2356  Photography I
3 Semester Credit Hours
This course is an introduction to digital photography capture, processing, and basic editing software. While focusing on the fundamentals of digital photography and printing techniques, it will introduce students to the theory and practice of photography and assist them in producing a conceptually devised and technically consistent portfolio.
Co-requisite: SMTE 0097.
TCCN: ARTS 2356

ARTS 2367  Watercolor
3 Semester Credit Hours (3 Lecture Hours)
A studio course exploring techniques in water-base media.
Co-requisite: SMTE 0097.

ARTS 3313  Figure Painting
3 Semester Credit Hours (3 Lecture Hours)
This course addresses the structure and anatomy of the human figure using oil paint. Painting techniques and color theory exercises will familiarize students with tradition painting methods. Students will render proportions, balance, form and mass of the human figure. Research and discussions will address the human form throughout history as well as in the contemporary context. Image presentations, critiques and live model sessions will supplement studio work.
Prerequisite: ARTS 2316.
Co-requisite: SMTE 0097.

ARTS 3322  Art Activities I
3 Semester Credit Hours (3 Lecture Hours)
Practical experience with basic design, drawing, painting, and sculpture, along with a study of art history and criticism. Includes a consideration of how these experiences relate to art curricula in the elementary school.

ARTS 3324  Wheel Throwing
3 Semester Credit Hours
Covers wheel-thrown ceramics (other production techniques may be included), basic glazemaking, and an introduction to kiln firing and loading.
Prerequisite: ARTS 2346.
Co-requisite: SMTE 0097.

ARTS 3325  Handbuilt Ceramic Techniques
3 Semester Credit Hours
This course is a continuation of hand-building covered in Ceramics I ARTS 2346. The course will cover more advanced forming techniques such as extrusion, hump, slump, and press molds, and slip-casting. New surface and firing techniques will include more advanced techniques such as underglazes, onglaze techniques such as majolica, fired decal application, raku, and an introduction to low fire glazes and surfaces.
Prerequisite: ARTS 2346.
ARTS 3350  Art of the United States
3 Semester Credit Hours (3 Lecture Hours)
A survey of the major developments in the art of North America from Pre-
Columbian times to the modern era

ARTS 3352  Modern Art
3 Semester Credit Hours (3 Lecture Hours)
A survey of the major movements of 20th century art and aesthetics,
which developed primarily in Europe. Includes a review of late 19th
century modernist antecedents with emphasis placed on the principal
movements of the early 20th century: Fauvism, German Expressionism,
Cubism, Futurism, Abstract Art, Dada, and Surrealism.

ARTS 3353  Art Since 1945
3 Semester Credit Hours (3 Lecture Hours)
An examination of the dispersal of European artists and Modernism,
primarily to America, as a result of World War II. Examines the
development of Abstract Expressionism in New York in the 1940s and
50s, followed by a survey of recent trends in contemporary art to the
present day.

ARTS 3360  Graphic Design I
3 Semester Credit Hours (3 Lecture Hours)
Introduce fundamental graphic communication techniques, software
and theory. Explores hand skills by using tools and techniques to
produce professional presentations as well as the correct procedures for
presenting designs to a client.

ARTS 3365  Photography II
3 Semester Credit Hours
An intermediate studio course using digital cameras and image
manipulation software. Prior completion of ARTS 2356 is required.
This course will enhance and expand skills developed in Photography
I. It is geared toward informing students in the many ways we can
make photographs; by seeking them out, framing them, forming them,
extracting them, building them, and finally sequencing and presenting
them. Students will engage in the theory and practice of photography,
refine their photographic technique, and create a conceptually devised
and technically consistent portfolio. Emphasis is placed on the
development of a strong conceptual foundation from which to approach
the making and understanding of photography as an art form. This
knowledge will be achieved through photographic assignments, slide
lectures of relevant works, and in-class critiques. It can be repeated twice
for credit.
Prerequisite: (ARTS 2356).
Co-requisite: SMTE 0097.

ARTS 3366  Analogue Photography
3 Semester Credit Hours
An introductory studio course in analogue photography using film
cameras and the silver gelatin darkroom process. While focusing on the
fundamentals of black and white, analogue photography and printing
techniques this course will assist students in producing a conceptually
devised and technically consistent portfolio.
Prerequisite: (ARTS 2356).
Co-requisite: SMTE 0097.

ARTS 3367  Digital Design Tools and Applications
3 Semester Credit Hours
This studio course explores the fundamental principles, standard creative
processes and basic digital tools utilized in graphic design. The concepts
and software learned are employed in projects specifically targeted to
serve the professional and promotional needs of studio artists and design
enthusiasts.

ARTS 4085  Senior Capstone
0 Semester Credit Hours
Required for all art students in partial fulfillment of the requirements
for the BA in Art, BFA in Art studio track and the BFA with Teacher
Certification in Art tracks. This course collects capstone materials for
ARTS degrees. The course must be taken in the student’s final semester
before graduation.

ARTS 4301  Advanced Drawing
3 Semester Credit Hours
Emphasis on the development of content through drawing. Research on
contemporary trends and process investigation will aid students in the
development of visual ideas and lead to a cohesive body or work. May be
taken three times for credit.
Prerequisite: ARTS 2323.
Co-requisite: SMTE 0097.

ARTS 4302  Advanced Printmaking
3 Semester Credit Hours
Furthers competencies attained in Printmaking I and Intermediate I & II
courses. May be taken three times for credit.
Prerequisite: ARTS 3302 and 3307.
Co-requisite: SMTE 0097.

ARTS 4303  Advanced Painting
3 Semester Credit Hours (3 Lecture Hours)
Assumes competencies attained in ARTS 3303. May be taken three times
for credit.
Co-requisite: SMTE 0097.

ARTS 4304  Advanced Sculpture
3 Semester Credit Hours (3 Lecture Hours)
Assumes competencies attained in ARTS 3304. May be taken three times
for credit.
Co-requisite: SMTE 0097.

ARTS 4324  Advanced Ceramics
3 Semester Credit Hours (3 Lecture Hours)
Assumes competencies attained in ARTS 3324. May be taken three times
for credit.
Co-requisite: SMTE 0097.

ARTS 4350  Pre-Columbian Art of Mesoamerica
3 Semester Credit Hours (3 Lecture Hours)
Explores the history of Pre-Columbian art from Mexico and Central
America, from the Olmec through the Aztec cultures. May be taken three
times for credit.

ARTS 4352  Modern Art of Mexico
3 Semester Credit Hours (3 Lecture Hours)
Explores the history of art during the nineteenth and twentieth centuries
in Mexico. May be taken three times for credit.
ARTS 4354 Global Currents in Contemporary Art
3 Semester Credit Hours (3 Lecture Hours)
The course will cover key developments in contemporary art from the post-World War II era in the Western context to global currents in the present international arena. From a socio-political perspective, artistic tendencies will be considered as part of a trajectory that saw the center of the art world shift from being Euro- and Anglo-centric in the mid-twentieth century, to one without a discernible center in the early twenty-first century. Analysis of artworks from this decentralized cultural climate will focus on the evolution of conceptualism, the persistence of traditional modes of aesthetic practice, the role of the art market, and notions of environmentalism and sustainability as related to these “transnational transition.” The course will consider works from Eastern Europe, South and Central America, the Caribbean, East/West/South/Southeast Asia, Oceania, and Africa.

ARTS 4356 Contemporary Art Since 1980
3 Semester Credit Hours (3 Lecture Hours)
The course will examine the evolution of architecture, sculpture, painting, digital media, installation, and interdisciplinary arts in the global context from 1980 to the present, in light of the historical and intellectual background of the period. Topics covered will include the transition from postmodernism to contemporaneity, considering notions of appropriation, commodification, consumerism, memory, history, and globalization. Lectures will be constructed upon thematic analysis of contemporary, primary sources coupled with secondary source material, and complemented by presentation opportunities and class discussion.

ARTS 4365 Advanced Photography
3 Semester Credit Hours (3 Lecture Hours)
Assumes competencies attained in ARTS 3365. Covers content as creative expression in addition to basic photographic skills. May be taken three times for credit.
Co-requisite: SMTE 0097.

ARTS 4390 Topics in Art History
3 Semester Credit Hours (3 Lecture Hours)
May be repeated when topics vary.

ARTS 4391 Topics in Studio Art
3 Semester Credit Hours
May be repeated when topics vary.
Co-requisite: SMTE 0097.

ARTS 4396 Directed Individual Study
1-3 Semester Credit Hours (1-3 Lecture Hours)
See College description. Offered on application
Co-requisite: SMTE 0097.

ARTS 4398 Applied Experience
3 Semester Credit Hours (3 Lecture Hours)
See College description. Offered on application.
Co-requisite: SMTE 0097.

Graphic Design Courses

GRDS 1301 Foundations of Graphic Design
3 Semester Credit Hours
This course explores fundamental components of design theory, concept, and composition. Students will explore presentation techniques, printing processes, technical tactile skills associated with the field, defining and exploring a targeted audience, and appropriate software introductions. Students will create printed works utilizing these skill sets.

GRDS 1302 Typography I
3 Semester Credit Hours
Through the use of lectures, demonstrations and studio work students are introduced to the art of typography. Cultural and aesthetic histories of familiar typefaces are reviewed. An emphasis is placed on the rules of type, best practices in type-setting, anatomy of letter forms, and appropriate uses of prescribed type faces. Hand rendering and digital media are used to give students a robust foundation in the study of typography.
Prerequisite: (GRDS 1301).

GRDS 2301 Historical Perspectives of Graphic Design
3 Semester Credit Hours
This studio course examines the history of graphic design from the invention of writing to present day composition. Students will explore various movements in graphic design history and create design works that reflect these periods.

GRDS 2302 Design Studio I
3 Semester Credit Hours
This course introduces the fundamental principles of the graphic design industry. Students strengthen their vocabularies in design, theory, and visual communication. Exploring various two-dimensional projects, students will conduct research, form opinions, foster ideas, solve communication problems, learn to analyze and discuss graphic design work, and continue to develop their own creative process.
Prerequisite: GRDS 1301 and 1302.

GRDS 2303 Concept & Making
3 Semester Credit Hours
This studio course offers an in-depth study of approaching concept and idea generation to produce relevant and innovative design solutions. Students will explore tactics and techniques for creating their own original assets to support their solutions. Photo and illustration creation, manipulation and output are studied in addition to the utilization of machines, technology and tools to fulfill creative curiosity.
Prerequisite: GRDS 1301 and 1302.

GRDS 3301 Typography II
3 Semester Credit Hours
Through readings, writing assignments, lectures, and studio projects, students explore the relationship of type to cultural, political, and psychological dynamics of information exchange. The ideas of intellectual impact, complex hierarchy, active/passive readership, and emotional expression are all explored with the emphasis on user experience in typographic design.
Prerequisite: GRDS 1301, 1302, 2301 and 2302.

GRDS 3302 Design Studio II
3 Semester Credit Hours
This course encourages students to further develop their design process by reflecting on their own personal and artistic identities, while identifying and communicating to a specific audience. Through a series of print and three-dimensional projects, students work to balance their own voice and develop strong conceptual thinking and formal experimentation methods.
Prerequisite: GRDS 1301, 1302, 2301 and 2302.
GRDS 3303  Design Experience & Awareness
3 Semester Credit Hours
This studio course examines the role of design in society. Students will learn how to use empathy and a human-centered design approach to develop appropriate design solutions. Additionally, students will examine the role of environmental graphics to create works that reflect an enhanced impact in experience for the user. The topics in this course are explored through lectures, research and the creative development of a body of work.
Prerequisite: GRDS 1301, 1302, 2301 and 2302.

GRDS 3304  Publication & Editorial Design
3 Semester Credit Hours
This studio course explores the foundations of publication and editorial design to expand students’ design vocabulary. Students will explore the role of a graphic designer/art director in developing effective and innovative communication for editorial design.

GRDS 3305  Packaging Design
3 Semester Credit Hours
This studio course will teach students how to develop creative strategies for problem solving in a client-based environment. Focusing on three-dimensional packaging, students will learn how design applies to various surfaces, products, and audiences.
Prerequisite: GRDS 1301, 1302, 2301 and 2302.

GRDS 3306  User Interface/User Experience
3 Semester Credit Hours
This hands-on course examines how content is organized and structured to create a digital experience for a user, and what role the designer plays in creating and shaping user experience. Students will learn the roadmap process for developing robust User Interface/User Experience designs, from research, ideation and site mapping, to the design of engaging layouts for screens and the creation of dynamic prototypes.

GRDS 3308  Copywriting
3 Semester Credit Hours
This studio course explores copywriting for design, advertising, and media. Students will create writing and messaging for a variety of media including print design, web design, and advertising design within a consumer-driven context.
Prerequisite: (GRDS 1301) and (GRDS 1302) and (GRDS 2301) and (GRDS 2302).

GRDS 3309  Building Websites
3 Semester Credit Hours
This studio course will cover designing and maintaining a scalable and functional website utilizing contemporary building platforms. The processes and techniques demonstrated will allow students to plan the project scope, to generate website content, and to adopt the tools and expansive functionality available while learning best practices for the platform.
Prerequisite: GRDS 2303.

GRDS 3310  Client Solutions
3 Semester Credit Hours
In this studio course, students will define client needs, explore the designer-client relationship and investigate research strategies and methods for developing effective print and digital deliverables to meet established business goals. The conceptual and visual standards pertinent to creating a brand are explored and applied across a variety of client-driven projects.
Prerequisite: GRDS 1301, 1302, 2301 and 2302.