GRAPHIC DESIGN

Program Description

The Bachelor of Fine Arts degree with a Graphic Design: Visual Design major focuses on design as a professional craft and as a vehicle for communication and connecting with society. Students learn to see design as a visual language and force for cultural change within our world by giving them the tools to enhance the visual experience of the public. Course work includes color theory, drawing, traditional illustration, digital illustration, composition, typography, letterpress, identity design, web design and UX Design. All course work focuses on the best practices for designers to meet the needs of the profession. The degree concludes with a portfolio development course and the successful degree candidate is prepared to enter professions within graphic design including advertising, branding, packaging design, identity design, illustration, digital design, web design and a myriad of related fields.

Transfer students, like all students pursuing a degree in Graphic Design, are expected to complete and pass a Sophomore Review before being formally admitted into the program. Admission in the program will be contingent upon the student satisfying the following requirements: (a) Completion of the Graphic Design Admission Application Form; (b) Coursework at CMU in or transfer credits equivalent to ARTE 101 Two-Dimensional Design, ARTE 102 Three-Dimensional Design, ARTS 151 Foundation Drawing I, ARTG 215 Graphic Design I, and ARTG 221 Graphic Design II, with a grade of B or A in each course; (c) Successful completion of the Graphic Design Entrance Exam with a minimum score of 80%; and (d) a Portfolio Review comprised of Graphic Design work showing competency in 200-level graphic design, typography and layout skills.

The graphic design minor acquaints students with some of the core elements related to the study and profession of graphic design. Courses will consist of both academic lecture and practical studio. This minor provides students an opportunity to integrate personal creativity with any specified major degree. A background in graphic design can promote a variety of professional opportunities including areas of applied design, public relations, business graphics, product design, marketing and advertising.

Please see a faculty advisor and the programs listed in the Programs of Study tab for program requirement details.

Contact Information

Department of Art and Design
Fine Arts 200
970.248.1833

Programs of Study
Bachelors/Minors

- Graphic Design (Minor)
- Visual Design, Graphic Design (BFA)