

BFA in Graphic Design

The Bachelor of Fine Arts (BFA) in graphic design is the professional degree for students intending to enter the field of visual communication and design. The program provides courses in typography, illustration, photography, book design, advertising, package design, computer graphics and design theory.

The study of graphic design develops the ability to solve communication problems within a cultural, aesthetic, technical, ethical and economic context. Designers create visual messages that serve many needs including advertising, packaging, publishing, identity and branding, websites and digital graphics. These solutions require creativity and lateral thinking, as well as the technical, verbal and written skills to solve specific client problems in their communications.

Graphic design has its roots in a variety of disciplines, including sociology, linguistics, art and design history, and technology. The field has traditionally been linked to commerce and the ability of merchants and institutions to communicate with specific audiences. It is also related to philosophical, literary, architectural and artistic movements.

Throughout their course of study, graphic design majors assemble a professional portfolio of work to present to potential employers. Career options include advertising agencies, art studios, corporate art departments and freelance work.

The art foundation studies program and the preparatory coursework in the graphic design program enable design majors to meet criteria for application into the degree after the mid-program review. A limited number of students are accepted into the program based on portfolio review during ARTF 202. Students admitted into the program are required to complete the graphic design emphasis coursework during the four consecutive semesters of their junior and senior years. They are also required to enroll in ARTG 354 each of those semesters for a total of four credits.

In addition to the university's scholastic, residence and general education requirements, candidates for the BFA in graphic design must complete:

- art foundation studies curriculum (13 credit hours),
- art history (12 credit hours),
- introductory graphic design (12 credit hours),
- graphic design program studies (28 credit hours), and
- graphic design electives (13 credit hours).

Program Requirements

A minimum total of 120 credit hours is required for the BFA in graphic design and includes 52–65 credit hours of art and art history courses listed below. Students must also meet the university's scholastic, residence and general education requirements for graduation.

General Education

Foundation Courses	12
Fine Arts	3
Humanities	6
Social and Behavioral Sciences	6
Natural Sciences and Mathematics	6
Advanced Further Study and I&P	9
Art Foundation Curriculum ¹	
ARTF 102	Introduction to Art and Design 3
ARTF 136	Foundation 2-D Design 3

ARTF 145	Foundation Drawing	3
ARTF 189	Foundation 3-D Design	3
ARTF 202	Mid-Program Review	1
Art History		
ARTH 125	Introduction to Visual and Material Culture (Select two different ARTH 125_ courses for a total of 6 credit hours)	6
ARTH 300+	Select two courses in ARTH at or above the 300 level	6
Introductory Graphic Design		
ARTG 110	Vector Applications	1
ARTG 111	Pixel-Based Applications	1
ARTG 112	Layout Applications	1
ARTG 216	Typography I	3
ARTG 234	Introduction to Graphic Design	3
ARTG 235	Graphic Design Concepts	3
Graphic Design Program Studies		
ARTG 316	Typography II	3
ARTG 334	Exploration of Graphic Design Media	3
ARTG 335	Sequential Media	3
ARTG 337	Drawing for Visual Communication	3
Take 4 semesters of the following:		4
ARTG 354	Professional Practices in Graphic Design	
ARTG 434	Graphic Design Campaigns	3
ARTG 435	Graphic Design Capstone	3
ARTG 490	Graphic Design Applications	3
ARTG 491	Interactive Design	3
Electives		
Graphic design electives should be chosen with the approval of a graphic design advisor. In addition to any graphic design courses, students may also choose electives from other courses offered in the School of Art, Design and Creative Industries including studio arts, art education and art history. Students may also choose classes from other programs within the university including communication, business, entrepreneurship, marketing and theatre.		13
Total Credit Hours		120

¹ The art foundation studies requirements must be completed by the time students have completed 60 credit hours or prior to entry to classes where individual courses serve as prerequisites. Transfer students with 60 credit hours and art foundation requirement deficiencies must complete course deficiencies no later than two semesters following declaration of ADCI major.

Applied Learning

Students in the BFA in graphic design program are required to complete an applied learning or research experience to graduate from the program. This requirement can be met by completing four semesters of ARTG 354, as well as a sequence of four upper-division studio classes, including a capstone course (ARTG 334, ARTG 335, ARTG 434 and ARTG 435).

Note: 45+ upper-division hours are required for graduation. Model programs of study are available in the School of Art, Design and Creative Industries office and online (<http://wichita.edu/adci>).