

GRAPHIC DESIGN MAJOR (BA)

Department website (<https://www.uwp.edu/learn/programs/graphicdesignmajor.cfm>)

College: College of Arts & Humanities

Program Level Outcomes

1. Creativity: Using various art-making techniques, students create works that reveal and communicate their personal style and conceptual ideas. (Communication and Personal/Social Responsibility)
2. Visual Analysis: Students analyze and evaluate the historical, formal, and conceptual components of artwork, including their own. (Reasoned Judgment)
3. Communication: Students communicate competently in formats expected in the profession. (Communication)
4. Personal and Social Responsibility: Students are responsible and thoughtful as contributors to visual culture and as members of UW-P studio/lab/lecture areas. (Personal and Social Responsibility)

Special Policies

Graphic Design majors must have at least a 2.75 GPA in the major in order to graduate with the major in graphic design. All students earning a graphic design major must complete a minimum of 21 credits within the major at UW-Parkside.

Requirements for the Graphic Design Major

The graphic design major includes the art core curriculum as well as courses in specialized areas pertinent to the commercial graphic design industry. In all, the major provides a holistic curriculum that offers diverse approaches to visual language. The emphasis of this curriculum is one that focuses on the designer as artist and not simply a technician. In addition, students in the major have opportunities to work with regionally-based clients within the classroom setting. This provides a sample of real-world experiences similar to those in the career field while still maintaining the mentorship of professional instructors.

All graphic design majors must maintain a minimum 2.75 grade point average in the major to remain in the program. If a student cannot maintain the required GPA, he/she may consider completing the 48-credit "general" art major and design certificate instead.

Code	Title	Credits
Core Curriculum		
<i>Foundation Studio and Graphic Design Courses</i>		
These courses serve as prerequisites for most of the curriculum		
ART 102	Introduction to Two Dimensional Design	3
ART 103	Introduction to 3-D Design	3
ART 104	Introduction to Digital Art	3
ART 105	Introduction to Graphic Design	3
ART 122	Introduction to Drawing	3
<i>Foundation Art History Courses</i>		
ART 100 or ART 125	Foundations of Art and Visual Culture Survey of World Art	3
ART 226	Modern Art and Graphic Design	3

Developmental Drawing

Each course can only count toward one requirement area

Select one of the following:		3
ART 322	Intermediate Drawing	
ART 331	Life Drawing	

Two Dimensional Experience

Each course can only count toward one requirement area.

Prerequisites apply

Select two of the following:		6
ART 251	Beginning Printmaking	
ART 282	Beginning Painting	
ART 322	Intermediate Drawing	
ART 331	Life Drawing	
ART 351	Intermediate Printmaking	
ART 382	Intermediate Painting	
ART 422	Advanced Drawing	
ART 431	Figure Studio	

Three Dimensional Experience

Each course can only count toward one requirement area.

Prerequisites apply

Select two of the following:		6
ART 203	Beginning Ceramics	
ART 236	Beginning Sculpture	
ART 238	Beginning Woodworking and Furniture Design	
ART 289	Topics in Three-Dimensional Studio Art:	
ART 303	Intermediate Ceramics	
ART 336	Intermediate sculpture	
ART 338	Intermediate Woodworking and Furniture Design	

Graphic Design Experience

ART 274	Typography I	3
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Additional Art History or related coursework ¹

Each course can only count toward one requirement area.

Prerequisites apply.

ART 391	Selected Topics in Art History	3
Select one of the following:		3
ANTH 200/ INTS 210	Cultural Anthropology	
ART 391	Selected Topics in Art History	
ENGL 252	Introduction to Film	
ENGL 266	Literary Analysis	
PHIL 213	Aesthetics	

Professional Practice

Prerequisite: Junior-level standing

ART 392	Professional Practice	2
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Upper Division Elective

Each course can only count toward one requirement area.

Prerequisites apply

Select one of the following:		3-4
<i>Two Dimensional Studio</i>		
ART 322	Intermediate Drawing	
ART 331	Life Drawing	
ART 351	Intermediate Printmaking	
ART 382	Intermediate Painting	

ART 422	Advanced Drawing	
ART 431	Figure Studio	
ART 451	Advanced Printmaking	
ART 482	Advanced Painting	
Three Dimensional Studio		
ART 303	Intermediate Ceramics	
ART 336	Intermediate sculpture	
ART 338	Intermediate Woodworking and Furniture Design	
ART 403	Advanced Ceramics	
ART 436	Advanced Sculpture	
ART 438	Advanced Woodworking and Furniture Design	
Graphic Design		
ART 371	Digital Photography	
ART 387	Topics in Graphic Design	
ART 494	Art Internship	
Core Curriculum Subtotal		50-51
Graphic Design Course Work		
<i>Required Graphic Design Foundations</i>		
ART 372	Graphic Design I	3
ART 374	Typography II	3
<i>Advanced Graphic and Web Design Course Work</i>		
Each course can only count toward one requirement area. Prerequisites apply		
Select three of the following:		9
ART 377	Interactive Design I	
ART 387	Topics in Graphic Design	
ART 472	Graphic Design II	
ART 477	Interactive Design II	
<i>Professional Seminar Capstone</i>		
Each course can only count toward one requirement area. Prerequisites apply		
ART 487	Design Portfolio	3
Graphic Design Course Work Subtotal		18
Total Credits		68-69

1

Other relevant, upper division courses that address the history of art or visual culture may be approved on a case-by-case basis by the art history advisor.

General University Degree Requirements (Bachelor's Degree)

In addition to individual program requirements, students must also fulfill the following requirements:

Requirement	Credits
Skills	7-8
General Education	36
Foreign Language**	6-8
Ethnic Diversity	3
Total	52-55

** Transfer students in sustainable management, and health information management and technology collaborative, online degree-completion

programs, the business management online degree-completion program, and the flexible option degree-completion program will be exempt from the university's foreign language requirement. See appropriate academic section for further information.

Skills Requirement (<https://catalog.uwp.edu/policies/#skills>)

Code	Title	Credits
Reading and Writing		
ENGL 101	Composition and Reading	3
Computational Skills		
Select one of the following:		4-5
MATH 102	Survey of Mathematics	
MATH 103	Elementary Statistics	
MATH 104	Quantitative Reasoning	
MATH 111	College Algebra I	
Total Credits		7-8

General Education (<https://catalog.uwp.edu/policies/#general>)

- General Education Course List (<https://catalog.uwp.edu/programs/general-education-program/#coursestext>)

Foreign Language (<https://catalog.uwp.edu/policies/#language>)

Ethnic Diversity (<https://catalog.uwp.edu/policies/#ethnic>)

Degree Requirements

Requirement	Credits
Minimum Total Credits	120
Upper Level Credits (300 level or above)	36
Residency	30 of final 60

Cumulative Degree GPA: 2.0 minimum