

# GRAPHIC DESIGN, B.DES.

**Begin Campus:** University Park

**End Campus:** University Park

## Program Description

This degree is intended to prepare students for careers in graphic design. The program includes the technical skills and the creative and intellectual capacity essential to the practices of graphic design and is intended to prepare students for employment in design studios, advertising agencies, packaging, publications and corporate design, film and television graphics, and Web and interactive design.

## What is Graphic Design?

The Bachelor of Design in Graphic Design program at Penn State, is a four-year professional program accredited by the National Association of Schools of Art and Design (NASAD). Graphic design is a professional field of visual communication, creative thinking, and complex problem-solving. Practitioners connect people with ideas, products, environments, and experiences. Graphic design explores systems, technologies, methods, and strategies for integrating typography, imagery, and form into a visual language that informs, instructs, and persuades. It is an engaging and evolving knowledge for advancing the human experience.

## You Might Like This Program If...

- You enjoy learning and playing with new ideas and emerging technologies.
- You are creative, focused, and engaged.
- You love typography and imagery.
- You want to make things that improve the world and our experience of it.

## Entrance to Major

Acceptance into the Graphic Design major is determined by a portfolio review by faculty after the completion of GD 1S, GD 100, GD 101, GD 102, and AA 121 or GD 115N with grades of C or better in all of these courses. Typically, this review will take place in the second semester. Applicants who are not accepted into the major may re-apply the following year but must realize that this course of action could delay their graduation by at least one year.

## Entrance Procedures

### Incoming First Year Students

Incoming first year students must apply to Penn State. Students apply to the pre-graphic design program (AADES). Admission to the pre-graphic design program is based upon a review of your academic credentials. No portfolio required. Once enrolled at Penn State acceptance into the Graphic Design major (BDes) is determined by a portfolio review after the completion of GD 1S (1), GD 100 GA (3), GD 101(3), GD 102(3), and AA 121 or GD 115N (3) with grades of C or better in all courses. Faculty conduct this review at the end of second semester.

### Change of Major/Change of Campus Students

Change of major/Change of Campus students interested in pursuing the Bachelor of Design Degree in Graphic Design must first gain admission to the pre-graphic design program in the College of Arts and Architecture (AADES). To be considered students must have a cumulative GPA of 2.50

and will submit a portfolio (<https://arts.psu.edu/how-to-apply/#specific>) by February 15. Acceptance into the Graphic Design major (BDes) is determined by a portfolio review after the completion of GD 1S (1), GD 100 GA (3), GD 101(3), GD 102(3), and AA 121 or GD 115N (3) with grades of C or better in all courses. Faculty conduct this review at the end of second semester. Regardless of semester standing, this degree requires a minimum of four years to complete after acceptance.

## Transfer Students

Transfer students must apply to Penn State. Transfer students interested in pursuing the Bachelor of Design Degree in Graphic Design must first gain admission to the pre-design program in the College of Arts and Architecture (AADES). To be considered students must apply by February 15 and submit a portfolio (<https://arts.psu.edu/how-to-apply/#specific>). Acceptance into the Graphic Design major (BDes) is determined by a portfolio review after the completion of GD 1S (1), GD 100 GA (3), GD 101(3), GD 102(3), and AA 121 or GD 115N (3) with grades of C or better in all courses. Faculty conduct this review at the end of second semester. Regardless of semester standing, this degree requires a minimum of four years to complete after acceptance.

## Degree Requirements

**For the Bachelor of Design degree in Graphic Design, a minimum of 121 credits is required:**

Requirement	Credits
General Education	45
Electives	3-9
Requirements for the Major	73

**0-6 of the 45 credits for General Education are included in the Requirements for the Major. This includes: 0-6 credits of GA courses.**

## General Education

Connecting career and curiosity, the General Education curriculum provides the opportunity for students to acquire transferable skills necessary to be successful in the future and to thrive while living in interconnected contexts. General Education aids students in developing intellectual curiosity, a strengthened ability to think, and a deeper sense of aesthetic appreciation. These are requirements for all baccalaureate students and are often partially incorporated into the requirements of a program. For additional information, see the General Education Requirements (<https://bulletins.psu.edu/undergraduate/general-education/baccalaureate-degree-general-education-program/>) section of the Bulletin and consult your academic adviser.

The keystone symbol appears next to the title of any course that is designated as a General Education course. Program requirements may also satisfy General Education requirements and vary for each program.

### Foundations (grade of C or better is required.)

- **Quantification (GQ):** 6 credits
- **Writing and Speaking (GWS):** 9 credits

### Knowledge Domains

- **Arts (GA):** 6 credits
- **Health and Wellness (GHW):** 3 credits
- **Humanities (GH):** 6 credits
- **Social and Behavioral Sciences (GS):** 6 credits
- **Natural Sciences (GN):** 9 credits

## Integrative Studies (may also complete a Knowledge Domain requirement)

- **Inter-Domain or Approved Linked Courses:** 6 credits

## University Degree Requirements

### First Year Engagement

All students enrolled in a college or the Division of Undergraduate Studies at University Park, and the World Campus are required to take 1 to 3 credits of the First-Year Seminar, as specified by their college First-Year Engagement Plan.

Other Penn State colleges and campuses may require the First-Year Seminar; colleges and campuses that do not require a First-Year Seminar provide students with a first-year engagement experience.

First-year baccalaureate students entering Penn State should consult their academic adviser for these requirements.

### Cultures Requirement

6 credits are required and may satisfy other requirements

- United States Cultures: 3 credits
- International Cultures: 3 credits

### Writing Across the Curriculum

3 credits required from the college of graduation and likely prescribed as part of major requirements.

### Total Minimum Credits

A minimum of 120 degree credits must be earned for a baccalaureate degree. The requirements for some programs may exceed 120 credits. Students should consult with their college or department adviser for information on specific credit requirements.

### Quality of Work

Candidates must complete the degree requirements for their major and earn at least a 2.00 grade-point average for all courses completed within their degree program.

### Limitations on Source and Time for Credit Acquisition

The college dean or campus chancellor and program faculty may require up to 24 credits of course work in the major to be taken at the location or in the college or program where the degree is earned. Credit used toward degree programs may need to be earned from a particular source or within time constraints (see Senate Policy 83-80 (<http://senate.psu.edu/policies-and-rules-for-undergraduate-students/82-00-and-83-00-degree-requirements/#83-80>)). For more information, check the Suggested Academic Plan for your intended program.

## Requirements for the Major

A grade of C or better is required for all courses in the major. To graduate, a student enrolled in the major must earn at least a C grade in each course designated by the major as a C-required course, as specified by Senate Policy 82-44 (<http://senate.psu.edu/policies-and-rules-for-undergraduate-students/82-00-and-83-00-degree-requirements/#82-44>).

Code	Title	Credits
<b>Prescribed Courses</b>		
<i>Prescribed Courses: Require a grade of C or better</i>		
GD 1S	First-Year Seminar in Graphic Design	1
GD 100	Introduction to Graphic Design	3
GD 101	Design Foundation I	3
GD 102	Design Foundation 2	3

GD 200	Graphic Design Studio I	3
GD 201	Typography 1	3
GD 202W	The History of Graphic Design	3
GD 203	Typography 2	3
GD 300	Design Photography	4
GD 301	Experience Design Process + Methods	4
GD 302	Applied Communication	4
GD 303	Applied Experience Design	4
GD 400	Time and Sequence	4
GD 402	Senior Problems	4
GD 495	Internship	3
IST 250	Introduction to Web Design and Development	3
IST 256	Programming for the Web	3
PHOTO 202	Fundamentals of Professional Photography	3

### Additional Courses

*Additional Courses: Require a grade of C or better*

AA 121	Design Thinking and Creativity	3
	or GD 115N Visualizing Information	
Select 6 credits from History of the Arts coursework, which may be counted toward General Education Arts requirement		6
Select two of the following:		6
GD 297	Special Topics	
GD 304	Practical Communications	
GD 310	Studio Apprenticeship	
GD 397	Special Topics	
GD 401	Package Design	
GD 404	Book Design	
GD 495	Internship	
GD 497	Special Topics	

## Academic Advising

The objectives of the university's academic advising program are to help advisees identify and achieve their academic goals, to promote their intellectual discovery, and to encourage students to take advantage of both in-and-out-of class educational opportunities in order that they become self-directed learners and decision makers.

Both advisers and advisees share responsibility for making the advising relationship succeed. By encouraging their advisees to become engaged in their education, to meet their educational goals, and to develop the habit of learning, advisers assume a significant educational role. The advisee's unit of enrollment will provide each advisee with a primary academic adviser, the information needed to plan the chosen program of study, and referrals to other specialized resources.

READ SENATE POLICY 32-00: ADVISING POLICY (<https://senate.psu.edu/policies-and-rules-for-undergraduate-students/32-00-advising-policy/>)

## University Park

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## Suggested Academic Plan

The suggested academic plan(s) listed on this page are the plan(s) that are in effect during the 2021-22 academic year. To access previous years' suggested academic plans, please visit the archive (<https://bulletins.psu.edu/undergraduate/archive/>) to view the appropriate Undergraduate Bulletin edition (*Note: the archive only contain suggested academic plans beginning with the 2018-19 edition of the Undergraduate Bulletin*).

### Graphic Design, B.Des. at University Park Campus

The course series listed below provides **only one** of the many possible ways to move through this curriculum. The University may make changes in policies, procedures, educational offerings, and requirements at any time. This plan should be used in conjunction with your degree audit (accessible in LionPATH as either an **Academic Requirements** or **What If** report). Please consult with a Penn State academic adviser on a regular basis to develop and refine an academic plan that is appropriate for you.

#### First Year

Fall	Credits Spring	Credits
ENGL 15, 15A, or 30H <sup>‡</sup>	3 GD 102 <sup>*#</sup>	3
GD 1S <sup>*#</sup>	1 Additional Course for Major (see list below) <sup>*1</sup>	3
GD 100 <sup>*‡#</sup>	3 General Education Course	3
GD 101 <sup>*#</sup>	3 General Education Course	3
GD 115N or AA 121 <sup>*#</sup>	3 General Education Course	3
General Education Course	3	
	<b>16</b>	<b>15</b>

#### Second Year

Fall	Credits Spring	Credits
GD 200 <sup>*</sup>	3 GD 202W <sup>*</sup>	3
GD 201 <sup>*</sup>	3 GD 203 <sup>*</sup>	3
IST 250 <sup>*</sup>	3 IST 256 <sup>*</sup>	3
Additional Course for Major (see list below) <sup>*1</sup>	3 PHOTO 202 <sup>*</sup>	3
General Education Course	3 General Education Course	3
	<b>15</b>	<b>15</b>

#### Third Year

Fall	Credits Spring	Credits
CAS 100A, 100B, or 100C <sup>‡</sup>	3 ENGL 202A, 202B, 202C, or 202D <sup>‡</sup>	3
GD 300 <sup>*</sup>	4 GD 302 <sup>*</sup>	4
GD 301 <sup>*</sup>	4 GD 303 <sup>*</sup>	4
General Education Course	3 Additional Course for Major (see list below) <sup>*1</sup>	3
	General Education Course	3
	<b>14</b>	<b>17</b>

#### Fourth Year

Fall	Credits Spring	Credits
GD 400 <sup>*</sup>	4 GD 402 <sup>*</sup>	4
GD 495 <sup>*</sup>	3 Additional Course for Major (see list below) <sup>*1</sup>	3
Elective	3 Elective	3
General Education Course	3 Elective	3

General Education Course (GHW)	1.5 General Education Course (GHW)	1.5
	<b>14.5</b>	<b>14.5</b>

#### Total Credits 121

- \* Course requires a grade of C or better for the major
- ‡ Course requires a grade of C or better for General Education
- # Course is an Entrance to Major requirement
- † Course satisfies General Education and degree requirement

#### <sup>1</sup> ADDITIONAL COURSE FOR MAJOR SELECTION (12 credits)

- Select 6 credits from History of the Arts coursework, which may be counted toward General Education Arts requirement.
- Select 6 credits from GD 297(3); GD 304(3); GD 310(3); GD 397(3); GD 401(3); GD 404(3); GD 495(3); GD 497(3) (Sem: 5-8)

#### University Requirements and General Education Notes:

US and IL are abbreviations used to designate courses that satisfy University Requirements (United States and International Cultures).

W, M, X, and Y are the suffixes at the end of a course number used to designate courses that satisfy University Writing Across the Curriculum requirement.

GWS, GQ, GHW, GN, GA, GH, and GS are abbreviations used to identify General Education program courses. General Education includes Foundations (GWS and GQ) and Knowledge Domains (GHW, GN, GA, GH, GS, and Integrative Studies). Foundations courses (GWS and GQ) require a grade of 'C' or better.

Integrative Studies courses are required for the General Education program. N is the suffix at the end of a course number used to designate an Inter-Domain course and Z is the suffix at the end of a course number used to designate a Linked course.

All incoming Schreyer Honors College first-year students at University Park will take ENGL 137H/CAS 137H in the fall semester and ENGL 138T/CAS 138T in the spring semester. These courses carry the GWS designation and replace both ENGL 30H and CAS 100. Each course is 3 credits.

## Career Paths

Penn State Graphic Design develops a pathway for placement in the nation's top creative firms and companies. The undergraduate B.Design program prepares students for broad opportunities in today's global marketplace. In addition to providing students with a robust foundation in technical skills, key concepts, methods, and knowledge, the program fosters and prepares students' overall creative and intellectual capacity. This degree prepares students for employment in design studios, advertising agencies, publishing, corporate design, and more – creating motion graphics, data visualization, packaging, print products, websites, apps, user experience design, and interactive media. Students may also choose to undertake specialized graduate studies.

## Careers

All graphic design students at Penn State complete at least one summer internship with leading creative agencies worldwide or study abroad. This provides real-world experience and global perspectives to help students build a professional network even before they graduate. Graphic design students enjoy an excellent job placement rate in top agencies and companies. In addition to gaining active faculty and alumni connections

nationwide, Penn State graphic design students benefit from an in-house career adviser who can connect them with professional opportunities. Graphic designers are in high demand across industries, and graduates of the Penn State program are active in such diverse fields as branding design, motion design, web design, publishing, and environmental design.

MORE INFORMATION ABOUT POTENTIAL CAREER OPTIONS FOR GRADUATES OF THE GRAPHIC DESIGN PROGRAM (<https://stuckeman.psu.edu/jobs/>)

## Opportunities for Graduate Studies

While graduates of Graphic Design programs may opt to pursue Master of Fine Arts (MFA) programs in specialized topics or focus areas, professional practice opportunities are readily available to Bachelor of Design graduates.

MORE INFORMATION ABOUT OPPORTUNITIES FOR GRADUATE STUDIES (<https://sova.psu.edu/?q=concentration-area/graphic-design>)

## Professional Resources

- American Institute of Graphic Arts (AIGA) (<http://www.aiga.org>)
- Graphis New Talent Annual (<http://www.graphis.com>)
- College Art Association (CAA) (<http://www.collegeart.org/>)

## Accreditation

The Penn State Graphic Design program is accredited through the National Association of Schools of Art and Design. NASAD is an association of approximately 323 schools of art and design, primarily at the collegiate level, but also including postsecondary non-degree-granting schools for the visual arts disciplines. It is the national accrediting agency for art and design and art and design-related disciplines.

MORE INFORMATION ABOUT ACCREDITATION OF THE GRAPHIC DESIGN PROGRAM (<http://stuckeman.psu.edu/gd/accreditation/>)

## Contact

### University Park

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