GRAPHIC DESIGN, MINOR

Requirements for a minor may be completed at any campus location offering the specified courses for the minor. Students may not change from a campus that offers their major to a campus that does not offer their major for the purpose of completing a minor.

Program Description

The Graphic Design minor is intended for students interested in augmenting their academic major with the physical, technological, aesthetic, and conceptual skills associated with a design discipline. Courses will include foundational emphasis on visual communications, design methodologies, image making, typography, and the production of work in both physical and digital form. Coursework may also include an introduction to communication theory; contemporary issues in communication, audience, and context; and formal research methodology. Advanced courses in the minor degree will apply the students' design acumen towards practical coursework within the context of their declared major. A Minor Capstone Studio will situate students within an appropriately rigorous environment for the application of design methods.

What is Graphic Design?

Graphic design is a professional field that uses visual communication and complex problem-solving to shape how we experience the world. Designers do more than "make things look good"; they integrate typography, imagery, and interaction into visual languages that inform, instruct, elevate, and persuade.

There are many practices that fall under graphic design, including developing compelling brand identities, intuitive user interfaces, and immersive physical spaces. The ultimate impact of this work is connection: using creative thinking and deliberate practice to bridge the gap between people and ideas, making the world more navigable, informative, and inclusive. It is an ever-evolving practice dedicated to advancing the human experience through intentional, visionary design.

Is Graphic Design relevant with the advent of AI?

Absolutely. AI can generate images, but that is not really what graphic design is about. Design is problem-solving.

The hardest part of any design problem is understanding people whose needs you are addressing: how they think, what confuses them, what they want, and what they feel. That demands empathy, ethics, and strategic judgment.

AI will change how designers work. But the ability to understand people deeply, to communicate with them clearly and honestly, and to solve knotty problems is the work designers do, and it is more relevant and essential than ever.

You Might Like This Program If...

- Bad typography on billboards and passing trucks drives you nuts.
- You love words and images and colors.
- You are engaged and creative, digital and analog.
- You like art, advertising, psychology, and entrepreneurship.
- You defy classification and don't like being stuck in ruts.

Designers are agile thinkers and creators who blend concepts and craft, art and ideas. If you're interested in everything and love challenges, graphic design could be your 'thing.'