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 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...

- 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.'