

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, technology, and art and design history. 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 4 credit hours.

Program Requirements

A minimum total of 120 credit hours is required for the BFA in graphic design and includes 62 credit hours of art and art history courses. Students must also meet the university's scholastic, residence and general education requirements for graduation. A grade of *C* (2.000 grade points) or better is required in all major courses. A minimum GPA of 2.000 is required within the major. In addition to meeting the requirements of the WSU General Education Program (<http://catalog.wichita.edu/undergraduate/academic-information/general-education-program/>), students in the BFA in graphic design must take the following courses. (One ARTH 125A-Z may count as a general education course.)

| Course | Title | Hours |
|--|---|-------|
| General Education | | |
| Select courses to meet General Education requirements ¹ | | 34-35 |
| Art Foundation Curriculum | | |
| ARTF 102 | Introduction to Art and Design ² | 3 |
| ARTF 136 | Foundation 2-D Design ² | 3 |
| ARTF 145 | Foundation Drawing ² | 3 |
| ARTF 189 | Foundation 3-D Design ² | 3 |
| ARTF 202 | Mid-Program Review | 0 |
| Art History | | |

| | | |
|---|---|------------|
| ARTH 125A-Z | Introduction to Art History (select two different lettered courses, one of which may count towards General Education) | 6 |
| Select two different ARTH courses 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 |
| ARTG 354 | Professional Practices in Graphic Design (complete four enrollments) | 4 |
| ARTG 434 | Graphic Design Campaigns | 3 |
| ARTG 435 | Graphic Design Capstone | 3 |
| ARTG 490A-Z | Graphic Design Applications | 3 |
| ARTG 491 | Interactive Design | 3 |
| ARTG 481N | Internship | 1 |
| ID 300 | Human-Centric Design Thinking | 3 |
| MKT 300 | Marketing | 3 |
| COMM 425 | Advertising and Promotional Writing | 3 |
| Major 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 technical theatre. | | 12 |
| Total Credit Hours | | 120 |

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

¹ Required major courses may also count towards General Education requirements. Students will need to select additional electives to reach 120 credit hours required for graduation with assistance from an advisor.

² At least 6 credits of ARTF courses must be completed and students must be concurrently enrolled in the remaining ARTF courses to enroll in ARTF 202.

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).