

# Pacific Union College

## 2007-08

### Major in Graphic Design – A.S.

#### OCCUPATIONAL INFORMATION

##### General Areas of Service:

Art is a highly stimulating, competitive, and rewarding field. It offers a variety of opportunities for qualified and assertive individuals, including positions in advertising design, graphic design, illustration, packaging, and product design. Within each of these general areas, there are numerous occupations for the person seeking employment of a more specialized nature (e.g. web design).

##### Professional Training:

The degrees in art offered by Pacific Union College are designed to help facilitate the student's entrance into a number of specialized fields of study and employment. The degree is looked on with favor by such prestigious art schools as Art Center College of Design. The major also enables the motivated student to develop a portfolio of professional quality, which is necessary for entering today's competitive job market in graphic design.

##### Denominational Service:

Adventist Health Systems, Pacific Press Publishing Association, Review and Herald Publishing Association, and Adventist colleges and universities hire students graduating with degrees in graphic design.

##### Job Outlook:

Statistics supplied by the United States Department of Labor indicate that Design will be one of the faster growing occupations during the next decade. It will continue to increase with the business community's emphasis on developing more innovative and specialized marketing techniques for their products and services.

##### Earnings:

Starting salaries vary considerably. Depending upon one's education, experience, and creative ability, earnings can range from \$31,000 - \$100,000 annually, with some incomes for art directors actually exceeding these figures.

##### For More Information:

Pacific Union College Department of Visual Arts  
One Angwin Avenue  
Angwin, CA 94508 (707)965-6604

Visit our Website: <http://www.puc.edu> (Click academics. See appropriate entries under Academic Departments, Academic Programs, and Departmental Home Pages.)

#### MAJOR REQUIREMENTS

**Major in Graphic Design – A.S.** A minimum of 48 hours including the following:

##### Required Core Courses:

ART 121	Drawing Fundamentals I	2
ART 122	Drawing Fundamentals II	2
ART 124	Design and Composition I	3
ART 125	Design and Composition II	3
ART 211	Three-Dimensional Design	2
ART 241	Photography I	3
ART 261	Fundamentals of Graphic Design	3
ART 262	Identity/Branding I	3
ART 263	Introduction to Typography	3
ART 266	Digital Studio I	3
ART 268	Illustration I	3
ART 280	Advanced Design and Composition	2
ART 299	Thesis Project	3
ART 310	Water Color Painting (or ART 220 Acrylic Painting)	2
ART 370	Modern Art	4
ART 394	Professional Practices in Art	2
ART 421	Life Drawing I (or ART 422 Life Drawing II)	2
ART 446	Digital Photo Imaging	3

##### Required Cognate Courses:

ART 464	Digital Studio II	3
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##### Recommended Cognate Courses:

JOUR 434	Media Law and Ethics (3)
MGMT 160	Small Business Management (3)
MKTG 360	Consumer Behavior (3)
MKTG 374	Advertising Management (or MKTG 351 Marketing) (3)

## SUMMARY OF GENERAL EDUCATION

*Note: The following is a brief summary of General Education requirements. For a full explanation, please refer to the Pacific Union College Catalog.*

### Foundations of Learning:

1. ENGL 101 College English (4)
2. MATH 096 or equivalent
3. COMM 105 Speech Communication (3)  
(or COMM 226 Public Speaking)

### Religion (9 units)

Must include at least 4 hours of courses with RELB prefix. (Only five hours is required of transfer students with 45 or more quarter hours from public colleges and/or universities.)

### Physical Education and Health

1. Health (2 units)

Select one of the following:

- FDNT 235 Nutrition (3)
- HLED 162 Fitness for Life (2)
- HLED 166 Health Education (2)
- HLED 169 Current Health Concerns (2)

2. Exercise Science (2 units)

Two different quarters of E.S. activity courses including one aerobics.

### General Education Electives (12 units)

From at least two of the three areas listed below, choose courses that apply to the baccalaureate general education.

- Area 1. Literature, Visual Art\*, Music
- Area 2. Natural World/Sciences
- Area 3. History, Philosophy, Social Sciences, Foreign Languages

\*Recommended: ART 105

## SAMPLE TWO-YEAR PROGRAM

*This sample curriculum is designed to show you how a program may be constructed to help you select a proper sequence of courses in the major. It is not likely that these courses can always be taken in the order given. Your advisor will help you design a personalized program of studies.*

<b>First Year</b>	<b>A</b>	<b>W</b>	<b>S</b>
Drawing Fundamentals I-II	2	2	-
Design and Composition I-II	3	3	-
Fundamentals of Graphic Design	3	-	-
Digital Studio I	-	-	3
Introduction to Typography	-	3	-
Life Drawing I (or ART 422 Life Drawing II)	-	-	2
Watercolor/Acrylic Painting	2	-	-
College English	-	4	-
Exercise Science	-	-	1
General Education/Electives*	<u>5</u>	<u>3</u>	<u>9</u>
	15	15	15

<b>Second Year</b>	<b>A</b>	<b>W</b>	<b>S</b>
Photography I	-	3	-
Three-Dimensional Design	2	-	-
Advanced Design and Composition	-	-	3
Identity/Branding I	3	-	-
Digital Studio II	-	-	3
Digital Photo Imaging	-	-	3
Illustration I	-	3	-
Modern Art	-	-	4
Professional Practices in Art	-	2	-
Thesis Project	3	-	-
General Education/Electives*	<u>7</u>	<u>7</u>	<u>2</u>
	15	15	15

\* See "Summary of General Education" above.

### What the Degree Includes

A total of 192 quarter units including:

1. A minimum of 60 upper division units.
2. General Education requirements.
3. Major requirements.
4. Minimum 2.0 GPA, overall and major.