

Pacific Union College

2007-08

Major in Graphic Design, Design Emphasis – B.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

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Department of Visual Arts
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Visit our Website: <http://www.puc.edu> (Click academics. See appropriate entries under Academic Departments, Academic Programs, and Departmental Home Pages.)
Counseling & Career Development Center (PUC)

MAJOR REQUIREMENTS

Major in Graphic Design – B.S. A minimum of 80 hours (43 in the upper division) including the following:

Required Core Courses:

ART 110	Design: Tools, Materials & Techniques	2
ART 121-122	Drawing Fundamentals I-II	2-2
ART 124-125	Design and Composition I-II	3-3
ART 211	Three-Dimensional Design	2
ART 241	Photography I	3
ART 243	Color Photography I	3
ART 261	Fundamentals of Graphic Design	3
ART 262	Identity/Branding I	3
ART 263	Introduction to Typography	3
ART 264	History of Graphic Design	2
ART 266	Digital Studio I	3
ART 268	Illustration I	3
ART 280	Advanced Design and Composition	2
ART 310	Watercolor Painting (or ART 220 Acrylic Painting)	2
ART 317	Interactive Design	2
ART 318	Interactive Design II	2
ART 325	Printmaking—Silkscreen	2
ART 361	Visual Identity Systems	3
ART 362	Identity/Branding II	3
ART 364	Illustration II	3
ART 365	Packaging Design	3
ART 370	Modern Art	4
ART 394	Professional Practices in Art	2
ART 415	Environmental Design	3
ART 421	Life Drawing I (or ART 422 Life Drawing II)	2
ART 440	Type: Expressive & Experimental	3
ART 446	Digital Photo Imaging	3
ART 460	Self Promotion	1
ART 463	Typography: Form & Communication	3
ART 464	Digital Studio II	3
ART 468	Publication Design	2
ART 499	Thesis Project	3

Required Cognate Courses:

ENGL 224	Literary Theory (or ENGL 346 Creative Writing)	4
MKTG 374	Advertising Management (or MKTG 351 Marketing)	4

Recommended Cognate Courses:

ART 242	Photography II (3)	
ART 253	Publication Technology I (3)	
ART 356	Doing Business on the Web (3)	
COMM 340	Visual Communication and Semiotics (3)	
JOUR 434	Media Law and Ethics (3)	
MGMT 160	Small Business Management (3)	
MKTG 360	Consumer Behavior (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:

- ENGL 101-102 College English (4-4)
- Speech course: To be chosen from list (3)
- STAT 222 Intro to Statistics (4)

Human Identity in Cultural Contexts:

- HIST 101-102 History of World Civilizations
or HIST 134-135 (4-4)
- Philosophy course: To be chosen from list (3)
- Two social sciences courses: To be chosen from list (7)

Insights of the Imagination:

- Literature: ENGL 301 Great Books (4)
- Art history course: to be chosen from list (3)
- Music history course: To be chosen from list (3)

The Natural World: Introductory-level

Algebra: A full year of Algebra II with a grade of C- or better at the secondary level or the following:

- MATH 096 Intermediate Algebra
- The algebra requirement should be completed by the end of the sophomore year.*

One year of each Science (C- or better for high school):

- H.S. biology or BIOL 105 Intro to Biology (5)
- H.S. chemistry or CHEM 101 Introductory Chemistry (4)
- H.S. physics or PHYS 105 Introduction to Physics (5)

The Natural World: College-level

- Scientific Inquiry: GSCI 205 Scientific Revolutions (3)
- Laboratory science course: To be chosen from list (4)
- (Note: Completion of a science sequence will satisfy both Scientific Inquiry and Insight Through Investigation. See Catalog for appropriate sequences.)*
- Science, Technology, and Culture: To be chosen from list (3)

Revelation, Belief, and Action

- Sixteen to eighteen quarter hours distributed as follows:
 - Minimum: 6 hours of courses with RELB prefixes
 - Maximum: 9 hours of lower division will apply
- For transfer students from public colleges, this requirement is prorated: Sophomores – 14, Juniors – 10, Seniors – 6*

Health and Fitness

- One health course: To be chosen from list (2)
- Four ESAC courses including one aerobics (4)
- Transfer students: One for each year in residence at PUC

Skills for Daily Living

- Select 4 units from 2 or more categories. To be chosen from list (4)

How to Construct Your Own Program

1. Counsel with your advisor.
2. Consider your aptitudes, interests, and available courses.
3. Schedule major courses and cognates first.
4. Fill the rest of your schedule with G.E. requirements.
5. For the freshman year include English, religion & PE courses.

SAMPLE FOUR-YEAR PROGRAM

This sample curriculum is designed to show you how a program may be constructed and 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.

First Year	A	W	S
Drawing Fundamentals I-II	2	-	-
Design and Composition I-II	3	3	-
Advanced Design and Composition	-	-	3
Fundamentals of Graphic Design	3	-	-
Introduction to Typography	-	3	-
Design: Tools, Materials & Techniques	-	-	2
Digital Studio I	-	-	3
Religion	-	-	2
College English	4	4	-
Exercise Science	-	-	1
General Education/Electives*	<u>4</u>	<u>6</u>	<u>5</u>
	16	16	16

Second Year	A	W	S
Three-Dimensional Design	2	-	-
Life Drawing I <i>(or ART 422 Life Drawing II)</i>	-	-	2
History of Graphic Design [E]	2	-	-
Identity/Branding I	3	-	-
Illustration I	-	3	-
Photography I	-	3	-
Color Photography I	-	-	3
Typography: Form & Communication [O]	-	-	3
History of Western Art	-	-	4
General Education/Electives*	<u>9</u>	<u>10</u>	<u>4</u>
	16	16	16

Third Year	A	W	S
Digital Studio II	-	-	3
Identity/Branding II [E]	-	3	-
Publication Design [O]	2	-	-
Packaging Design [E]	-	-	3
Type: Expressive & Experimental [E]	-	-	3
Interactive Design	2	-	-
Printmaking-Silkscreen	-	2	-
Digital Photo Imaging	-	-	-
Watercolor/Acrylic Painting	2	-	-
General Education/Electives*	<u>10</u>	<u>11</u>	<u>7</u>
	16	16	16

Fourth Year	A	W	S
Visual Identity Systems [E]	-	3	-
Modern Art	-	-	4
Interactive Design II [O]	-	-	2
Illustration II	-	3	-
Environmental Design [E]	3	-	-
Professional Practices in Art	-	2	-
Thesis Project	3	-	-
Self Promotion	-	-	1
General Education/Electives*	<u>10</u>	<u>8</u>	<u>9</u>
	16	16	16

*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.