

Major Course Requirements

A minimum of 49 hours

► **Required Core Courses (49 hours):**

ARTD 110	Design: Tools, Techniques and Materials	2
ARTD 124-125	Design and Composition I-II	3-3
ARTD 130	Fundamentals of Graphic Design	3
ARTD 140	Typography I	3
ARTD 150	Digital Studio I	3
ARTD 262	Identity/Branding I	3
ARTD 268	Illustration I	3
ARTD 299	Thesis Project	3
ARTD 464	Digital Studio II	3
ARTF 121-122	Drawing Fundamentals I-II	2-2
ARTF 394	Professional Practices in Art	1
ARTH 370	Modern and Contemporary Art	4
ARTP 150	Black & White Photography	3
ARTP 252	Digital Photo Imaging	3

At least two of the following courses:

ARTD 317	Interactive Design I (3)	5-6
ARTD 361	Visual Identity Systems (3)	
ARTD 362	Identity/Branding II (3)	
ARTD 365	Packaging Design (3)	
ARTD 468	Publication Design (2)	

Recommended Cognate Courses:

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

Student Learning Outcomes

Students can:

- Cite major historical references relevant to their discipline.
- Critically analyze their own work and the work of their peers.
- Demonstrate technical proficiency with the materials and tools of their discipline.
- Organize and produce original works of art that contribute to professional portfolios or production reels.
- Respect the aesthetic diversity of others.
- Demonstrate honesty, authenticity, and spiritual values in their work.

Occupational Information

What can I do with this major?

Design is a highly stimulating, competitive, and rewarding field. It offers a variety of opportunities including positions in advertising design, graphic design, illustration, packaging, and web design.

The major enables students to develop a portfolio of professional quality, which is necessary for entering today's job market in graphic design.

Additional Education Required?

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 or employment.

Public Sector vs. Denominational

Adventist Health Systems, Pacific Press Publishing Association, Review and Herald Publishing Association, and Adventist colleges and universities have hired 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.

General Education Requirements

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

Foundations of Learning

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

Religion (9 hours)

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 hours)
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. Physical Education (2 hours)

Two different quarters of activity courses including one aerobics.

General Education Electives (2 courses)

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

- Area 1. History/Social Sciences
- Area 2. Literature/Visual Arts*/Music/Philosophy/Language
- Area 3. Natural World/Sciences/Statistics

**Recommended: ARTH 115-116*

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, and PE courses. Also include Introductory & Intermediate Algebra unless waived by previous work.

What the Degree Includes

- A total of 90 quarter hours including:
1. General Education requirements.
 2. Major requirements.
 3. Minimum 2.0 GPA, overall and major.

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.

First Year	F	W	S
Drawing Fundamentals I-II	2	2	-
Design and Composition I-II	3	3	-
Fundamentals of Graphic Design	3	-	-
Design: Tools, Materials, & Techniques	-	2	-
Digital Studio I	-	-	3
Typography I	-	3	-
College English	-	4	-
Exercise Science	-	-	1
General Education/Electives	7	1	11
	15	15	15

Second Year	F	W	S
Black & White Photography	-	3	-
Identity/Branding I	-	3	-
Digital Studio II	-	-	3
Digital Photo Imaging	-	3	-
Illustration I	3	-	-
Modern and Contemporary Art	-	-	4
Professional Practices in Art	1	-	-
Thesis Project	3	-	-
<i>Choose Two:</i>			
Interactive Design I	3	-	-
Publication Design (Odd)	-	2	-
Visual Identity Systems (Odd)	-	3	-
Identity Branding II (Even)	-	3	-
Packaging Design (Even)	-	-	3
General Education/Electives	5-8	0-6	5-8
	15	15	15

For More Information

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