

Major Course Requirements

A minimum of 95 hours (48 upper-division hours)

► **Required Core Courses (62-63 hours):**

ARTD 110	Design: Tools, Materials and Techniques	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 285	Color	2
ARTD 317	Interactive Design I	3
ARTD 362	Identity/Branding II	3
ARTD 364	Illustration II	3
ARTD 460	Portfolio Development	3
ARTD 468	Publication Design	2
ARTD 499	Thesis Project	3
ARTF 121-122	Drawing Fundamentals I-II	2-2
ARTF 394	Professional Practices in Art	1
ARTH 264	History of Graphic Design	2
ARTP 250	Digital Photo I	3
ARTP 252	Digital Photo Imaging	3

At least one of the following courses:

ENGL 224	Literary Theory (4)	
ENGL 346	Creative Writing (4)	

At least one of the following courses:

MKTG 351	Marketing (4)	3-4
MKTG 374	Advertising (3)	

► **Emphasis (33 hours)**

ARTD 318	Interactive Design II	3
ARTD 361	Visual Identity Systems	3
ARTD 365	Packaging Design	3
ARTD 415	Environmental Design	3
ARTD 463	Typography II	3
ARTD 464	Digital Studio II	3
ARTD 465	Typography III	3
ARTF 211	Three-Dimensional Design	2
ARTF 325	Printmaking–Silkscreen	2
ARTH 370	Modern and Contemporary Art	4

At least one of the following courses:

ARTF 220	Acrylic Painting (2)	2
ARTF 310	Water Color Painting (2)	

At least one of the following courses:

ARTF 221	Life Drawing I (2)	2
ARTF 422	Life Drawing II (2)	

Recommended Course:

ARTP 251	Digital Photo II (3)	
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Recommended Cognate Courses:

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)	

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- Cite major historical references relevant to their discipline.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

To view general education requirements for this major, please refer to page A-01, Summary of General Education Requirements: BA-BS degree.

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 192 quarter hours including:
1. A minimum of 60 upper division hours.
 2. General Education requirements.
 3. Major requirements.
 4. Minimum 2.0 GPA, overall and major.

For More Information

Visual Arts Department
 Pacific Union College
 One Angwin Avenue
 Angwin, CA 94508
 (707) 965-6350

Website: www.puc.edu/visual-arts
 E-mail: art@puc.edu

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	F	W	S
Fundamentals of Graphic Design	3	-	-
Drawing Fundamentals I-II	2	2	-
Design and Composition I-II	3	3	-
Typography I	-	3	-
Color	-	-	2
Design: Tools, Materials & Techniques	-	2	-
Digital Studio I	-	-	3
College English	4	4	-
General Education/Electives	4	2	11
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	16	16	16
Second Year	F	W	S
Three-Dimensional Design	2	-	-
Identity/Branding I	-	3	-
History of Western Art I or II	-	-	4
Watercolor or Acrylic Painting	2	-	-
Digital Studio II	-	-	3
Illustration I	3	-	-
Black & White Photography	-	3	-
Digital Photo II	-	-	3
Life Drawing I (or ARTF 422 Life Drawing II)	-	-	2
General Education/Electives	9	10	4
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	16	16	16
Third Year	F	W	S
Interactive Design I	3	-	-
Printmaking-Silkscreen	-	2	-
Digital Photo Imaging	-	3	-
Third and/or Fourth Year			
Publication Design (odd)	-	2	-
Typography II (odd)	-	-	3
Interactive Design II (odd)	-	-	3
History of Graphic Design (even)	2	-	-
Environmental Design (even)	-	3	-
Identity/Branding II (even)	3	-	-
Visual Identity Systems (even)	3	-	-
Typography III (even)	-	-	3
Packaging Design (even)	-	-	3
General Education/Electives	17	22	10
Fourth Year			
Professional Practices in Art	1	-	-
Thesis Project	3	-	-
Illustration II	-	-	3
Portfolio Development	-	-	3
Modern and Contemporary Art	-	-	4
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	32	32	32

*Courses marked (even) or (odd) are taught in alternate years only.
 2011-2012 is even.
 2012-2013 is odd.*