

Major Course Requirements

Major in Graphic Design, B.F.A.

A minimum of 117.6 hours (56.6 upper-division hours)

► **Required Core Courses (107.6 hours):**

ARTD 110	Design: Tools, Materials + Techniques	2
ARTD 124+125	Design + 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+362	Identity/Branding I, II	3+3
ARTD 268	Illustration I	3
ARTD 285	Color	3
ARTD 317	Interactive Design I	3
ARTD 365	Packaging Design	3
ARTD 370+372	Advanced Studio I, II, III	3+3+3
ARTD 460	Portfolio Development	3
ARTD 463+465	Typography II, III	3+3
ARTD 470-472	Senior Thesis I, II, III	2+2+2
ARTD 494	Internship	3
ARTF 121+122	Drawing Fundamentals I, II	2+2
ARTF 211	Three-Dimensional Design	2
ARTF 221	Life Drawing	2
ARTF 325	Printmaking: Screen Printing	2
ARTF 390+490	Professional Practices I, II	2+2
ARTH 115+116	History of Western Art I, II	4+4
ARTH 264	History of Graphic Design	2
ARTH 396	Colloquium	1.6*
ARTH 470	History of Contemp Art since 1945	4
ARTP 250	Photography: Digital Fundamentals	3
ARTP 252	Digital Imaging: Photoshop	3
ARTP 359	Motion Graphics	3

At least one of the following courses: 2

ARTF 224	Painting: Oil + Acrylic (2)	
ARTF 312	Painting: Watercolor + Encaustic (2)	

► **Required Core Electives (11 hours):**

At least 4 hours from the following: 6

Additional ARTH courses, selected in consultation with advisor

At least 4 hours from the following: 4

Additional ARTD, ARTF, ARTH, ARTP, or FILM courses, selected in consultation with the advisor

► **Required Cognate Courses (3-4 hours):**

At least one of the following courses: 3-4

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

Student Learning Outcomes

The successful student can:

- Critically analyze design work of their own, their peers, and that of the greater design community.
- Demonstrate technical expertise with design software.
- Solve complex design problems with appropriate solutions.
- Articulate their design processes through documentation (blogs, journals, process books, etc.).
- Produce and organize forward-thinking design work that contributes to their professional portfolios.
- Design referential works based on an understanding of historical and contemporary design movements and figures

Degree Outlook

The BFA in Graphic Design at PUC's Visual Arts Department seeks to create professional designers within an inspiring, creative, Christian community. Students will gain an understanding of print and interactive design concepts and methods with a comprehensive aptitude for branding and typography. Throughout the coursework in this program, students will develop a strong portfolio which will prepare them for a career in design or entry into a graduate school of their choice.

* The "Colloquium" must be taken eight times throughout the student's enrollment at PUC for a total of 1.6 units.

General Education Requirements

To view general education requirements for this major, please refer to page A-04, Summary of General Education Requirements: B.F.A. Degree.

How to Construct Your Own Program

1. Consult with your academic 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 Basic Algebra I+II 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) 965-6604

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

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 + Composition I,II	3	3	-
Design: Tools, Materials + Techniques	-	2	-
Typography I	-	3	-
Color	-	-	3
Digital Studio I	-	-	3
History of Western Art I	-	-	4
General Education/Electives	8	6	6
	16	16	16
Second Year	F	W	S
Three-Dimensional Design	2	-	-
Illustration I	3	-	-
History of Western Art II	4	-	-
Identity/Branding I	-	3	-
Digital Imaging: Photoshop	-	-	3
Cinematic Storytelling	-	3	-
Colloquium	.2	.2	.2
Second and/or Third Year			
History of Graphic Design (odd)	-	2	-
Identity/Branding II (odd)	3	-	-
Packaging Design (even)	-	-	3
Typography III (even)	-	-	3
History of Contemp Art since 1945 (even)	-	-	4
Studio Photography	-	3	-
Motion Graphics	3	-	-
Typography II (odd)	-	-	3
General Education/Electives	-	16	8
Third Year			
Interactive Design I,II	3	3	-
Painting Oil + Acrylic or Wat + Enc	2	-	-
Photography: Digital Fundamentals	3	-	-
Internship	3	-	-
Professional Practices I	2	-	-
Advanced Studio I, II, III	3	3	3
Printmaking: Screen Printing	-	2	-
Life Drawing	-	-	2
Illustration II	-	-	3
Colloquium	.2	.2	.2
	32.4	32.4	32.4
Fourth Year			
ART Electives	4	4	-
Professional Practices II	2	-	-
Senior Thesis I, II, III	2	2	2
Portfolio Development	-	-	3
Advertising or Marketing	-	-	3
Colloquium	.2	.2	-
General Education/Electives	8	10	8
Senior Assessment Seminar	-	-	.2
	16.2	16.2	15.2

* Courses marked (even) or (odd) are taught in alternate years only. 2023-2024 is even, 2024-2025 is odd.