

GRAPHIC DESIGN, BA

The major in Graphic Design offers students a broad-based general education combined with extensive design education that qualifies graduates to work across multiple media and disciplines. Through the integration of project simulations, internships and client-based experiences, students gain skills that are current with industry demand.

Students complete the 39-semester-hour program with a professional-grade portfolio that highlights the best examples of their work.

Student media: The department also houses the Torch student newspaper (print and online), WRBC The Blaze student radio station, RU Fire student broadcast club, and the Gage Gallery – outlets that offer students the unique ability to create media for readers and viewers inside and outside Roosevelt University.

Prerequisites

With the exception of DES 130 Color and Design History, and DES 235 Digital Illustration and Imaging, students must have completed COMM 110 COMMUNICATION IN THE INFO AGE or its equivalent with a grade of C (not C-) or better to continue their studies as Graphic Design majors.

Requirements

Students in Graphic Design should carefully review the degree map (see tab above) because not all courses are offered every term. Consult an academic advisor in the program if you have questions.

Students complete a total of 13 courses (39 credit hours) for the major in Graphic Design, including:

- 10 Required courses in the major
- 2 electives in the major
- COMM 110 COMMUNICATION IN THE INFO AGE is the gateway to the program. We recommend students take COMM 201 as soon as they complete ENG 102. Transfer students may have an equivalent course that can be substituted.

Highlights of the program include:

- Students complete a required internship and portfolio course, DES 380 INTERNSHIP AND PORTFOLIO.
- Students conclude their program with a required capstone project, DES 368 DESIGN CAPSTONE.

Note these guidelines:

- Transfer students must complete at least 24 credit hours at Roosevelt.
- Letter grades (not pass/fail) are required for courses in Graphic Design.
- Grades below C (not C-) in courses in the major are not acceptable.
- Minimum GPA in the major is 2.0.

Code	Title	Credit Hours
COMM 110	COMMUNICATION IN THE INFO AGE	3
DES 130	COLOR AND DESIGN HISTORY	3
DES 207	INTRODUCTION TO PHOTOGRAPHY	3
DES 235	DIGITAL ILLUSTRATION AND IMAGING	3

DES 253	DESIGN INTERACTION FOR WEB	3
DES 291	TYPOGRAPHY AND GRAPHIC DESIGN	3
DES 308	VIDEO FOR GRAPHIC DESIGNERS	3
DES 325	VISUAL IDENTITY AND BRANDING	3
DES 330	PACKAGING DESIGN	3
or DES 352	PUBLICATION DESIGN AND PRODUCTION	
DES 368	DESIGN CAPSTONE	3
DES 380	INTERNSHIP AND PORTFOLIO	3
Major Electives (Choose 2):		6
DES 312	2D ANIMATION	
DES 337	DESIGN INTERACTION FOR MOBILE	
DES 346	ADVANCED ILLUSTRATION AND IMAGING	
DES 351	BUSINESS OF DESIGN	
CORE General Education and Electives		81
Total Credit Hours		120

Your degree map is a general guide suggesting courses to complete each term on the academic pathway to your degree. It is based on the most current scheduling information from your academic program. Your program's degree map is reviewed annually and updated as schedules change (although you retain the same course requirements as long as you are continuously enrolled in your degree program).

Always work closely with your academic advisor to understand curriculum requirements and scheduling, as each student's academic plan can look slightly different.

Year 1

Fall	Credit Hours Spring	Credit Hours
ENG 101	3 ENG 102	3
FYS 101 ¹	1 COMM 101	3
Social science #1	3 DES 235	3
DES 130	3 Ideas of Social Justice	3
MATH 110	3 BIOL 111 or 112 ²	4
Physical Science ²	3	
16		16

Year 2

Fall	Credit Hours Spring	Credit Hours
COMM 110	3 DES 253	3
DES 291	3 Humanities #2	3
Humanities #1	3 Social Science #3	3
Social Science #2	3 General Elective ³	3
General Elective ³	3 General Elective ³	3
15		15

Year 3

Fall	Credit Hours Spring	Credit Hours
DES 207	3 DES 325	3
DES 308	3 DES 3XX ⁴	3
Humanities #3	3 Experiential Learning #1 ⁵	3
General Elective ³	3 General Elective ³	3

General Elective ³	3 General Elective ³	3
	15	15
Year 4		
Fall	Credit Hours Spring	Credit Hours
DES 330 or 352	3 DES 368 ⁵	3
DES 3XX ⁴	3 DES 380 ⁵	3
General elective ³	3 Experiential Learning #2 ⁵	3
General Elective ³	3 General Elective ³	3
General Elective ³	3 General Elective ³	3
	General Elective ³	1
	15	16

Total Credit Hours 123

¹ The First-Year Success course is required of freshmen with fewer than 12 hours and is taken in the first semester at RU.

² One Natural Science course must have a lab.

³ General electives are courses outside the major. A course counting toward a minor may be taken here in place of a general elective.

⁴ Choose from DES 312 2D ANIMATION, DES 337 DESIGN INTERACTION FOR MOBILE, DES 346 ADVANCED ILLUSTRATION AND IMAGING and DES 351 BUSINESS OF DESIGN

⁵ The university requires two Experiential Learning courses, designated with the EXL attribute in the course schedule. Additional Experiential Learning courses are optional.