

Graphic Arts with an Information Design emphasis

36

Bachelor of Science

MONTHS

Available Online: This program is delivered fully online.
Utah Locations: Lehi, Provo / Orem, Salt Lake City / Murray

The Bachelor of Science Degree in Graphic Arts prepares students to plan, analyze, and create visual solutions to communication challenges. The combination of the study of theory and a mastery of in-studio visual communication methods enables students to get messages across in print, electronic, and film media using a variety of methods such as color, type, illustration, photography, animation, and various print and layout techniques.

Graduates may seek employment in advertising agencies, design studios, publishing houses, or corporate communication departments in entry-level positions as a graphic designer, a production artist for a design staff, a free-lance designer, or as a junior art director.

The major objective of the Information Design emphasis is to ensure competency at complex levels of information design creation, adaption, and management; attention attraction and retention optimization; cross-medium information presentation; universal design for professional design and communication; and ethical information design.

Possible employment areas include entry-level to mid-level positions as technical and professional designers, web and mobile content developers, document managers, editors, social media creators, and entrepreneurs.

May be completed in as few as 30 months under a flexible accelerated schedule.

COURSE NO	COURSE NAME	CREDITS	COURSE NO	COURSE NAME	CREDITS
APP101	Computer Fundamentals	3.5	DES420	Universal Design	3.0
COM320	Professional and Technical Communication I	4.0	DES460	Advanced Photoshop	3.0
COM350	Technology in Communication	4.0	DES470	Advanced Advertising Design II	3.0
COM420	Professional and Technical Communication II	4.0	DES475	Digital Photography	3.0
DES103	Illustrator Basics	3.0	DES499	Design Capstone Project	3.0
DES104	Photoshop	3.0	ENG101	English Composition	4.0
DES105	Page Layout Tools	3.0	ENG103	Writing	4.0
DES109	Graphic Design I	3.0	ENG223	Communication Arts	4.0
DES113	Typography	3.0	ENG310	Advanced Interpersonal Communication	4.0
DES115	Print Production	3.0	HIS220	American Civilization	4.0
DES116	Color Theory	3.0	HIS300	U.S. History Since the Civil War	4.0
DES209	Graphic Design II	3.0	MAN210	Entrepreneurship	4.0
DES240	Information Design	3.0	MAN223	Internet Commerce	4.0
DES241	Web Design	3.0	MAN436	Selling and Sales Management	4.0
DES242	Logo and Identity Design	3.0	MAN443	Organizational Design and Change	4.0
DES243	Layout Design	3.0	MAT220	College Algebra	4.0
DES244	Package Design	3.0	MKT210	Introduction to New Media Marketing	4.0
DES246	Flash	3.0	MKT300	Influence and Persuasion in Business	3.5
DES250	Portfolio Design	3.0	PHI221	Introduction to Logic	4.0
DES314	Advanced Color Theory	3.5	PHI310	Critical Thinking	4.0
DES323	Intermediate Photoshop	3.0	PSY101	Psychology of Motivation	4.0
DES324	Intermediate Illustrator	3.0	PSY299	Professional Development	4.0
DES336	Graphic Design III	3.0	SOC220	Sociology	4.0
DES342	Information Design II	3.0	SOC400	Sociology of Aging	4.0
DES355	Graphic Design Business Management	3.0	STA322	Statistics	4.0
DES370	Advanced Logo Design	3.0			
DES375	Advanced Package Design	3.0			
DES380	Advanced Illustrator	3.0			
				TOTAL NUMBER OF CREDITS:	182.5

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