

# BACHELOR OF FINE ARTS IN ART (GRAPHIC DESIGN)

**Web Site:** <https://twu.edu/visual-arts/undergraduate-programs/graphic-design/>

Our Bachelor of Fine Arts degree in Art with a Graphic Design emphasis will prepare you for a career in visual communications. Our program fosters a community of learners, both in and outside of the classroom. We guide you to grow with your peers through critique and offer portfolio-building opportunities through collaboration with professionals. Through a rigorous investigation of design concepts, typography, image-making, critical thinking, process, client projects, and internships you will develop a wide range of marketable skills.

## Marketable Skills

Defined by the Texas Higher Education Coordinating Board's 60x30 Strategic Plan (<https://reportcenter.highered.texas.gov/agency-publication/miscellaneous/thecb-60x30-strategic-plan/>) as, "Those skills valued by employers that can be applied in a variety of work settings, including interpersonal, cognitive, and applied skills areas. These skills can be either primary or complementary to a major and are acquired by students through education, including curricular, co-curricular, and extracurricular activities."

- Typography & Page Design:** Master the aesthetics and function of typography and apply it to interactive, electronic, and printed page design.
- Updating and Using Relevant Computer Skills:** Build proficiency in current industry-standard software for 2D, 3D, and 4D design and imaging. Use 2D and 3D hardware for photographing, scanning, and printing portfolio/exhibition quality pieces.
- Professional Experience:** Through client projects, internships, and professional practices develop professional graphic design experience, a marketable portfolio, and job-search skills
- Ideation & Visualization:** Develop a number of relevant ideas, expressed in verbal and visual language, about a topic for a client/intended audience.
- Networking:** Make graphic design industry and community connections through client projects, field trips, and workshops.
- Develop Objectives and Strategies:** Establish long-range objectives and specify strategies for graduate school application and/or success in the graphic design industry.
- Service Orientation:** Through Design Studio and client projects, engage in socially responsible and community-focused design that contributes to the common good.

## Admissions

All applicants must meet the general undergraduate admission requirements (<http://catalog.twu.edu/undergraduate/admission-information/>).

In addition, all students must submit a portfolio to SlideRoom (<https://twuvisualarts.slideroom.com/#/permalink/program/66833>) consisting of a PDF that includes name, artist's statement, and 10 high-quality images of the applicant's strongest artwork, each on its own page and captioned with title, media, dimensions, and date completed.

## Degree Requirements

**Total Semester Credit Hours (SCH):** 120

**Major:** 33 SCH

**Program Code:** ART.BFA.GRAPHDESGN; **CIP Code:** 50.0701.00

### Texas Core Curriculum

Code	Title	SCHs
ENG 1013	Composition I	3
ENG 1023	Composition II	3
Mathematics		3
Life & Physical Sciences		6
Language, Philosophy, & Culture		3
Creative Arts		3
HIST 1013	History of the United States, 1492-1865	3
HIST 1023	History of the United States, 1865 to the Present	3
POLS 2013	U.S. National Government	3
POLS 2023	Texas Government	3
Social & Behavioral Sciences		3
CAO: Women's Studies		3
CAO: First Year Seminar, Wellness or Mathematics		3
<b>Total SCHs</b>		<b>42</b>

### Courses Required for Major

Code	Title	SCHs
Students who have not taken a Global Perspectives course, will either need to take one in this section, or will need to add 3 SCH to the overall degree and take one in another department.		
<b>Art History Foundation (12 SCH)</b>		
ART 2423	World Art History I	3
ART 2433	World Art History II	3
ART 3053	Global Perspectives in Art	3
or ART 3343	Women in the Visual Arts	
ART 3173	Contemporary Issues in Art	3
<b>Studio Art Foundation (12 SCH)</b>		
ART 1203	2D Foundations	3
ART 1213	3D Foundations	3
ART 1303	Drawing Foundations	3
ART 2223	Digital Art Foundations	3
<b>Introductory Electives - Choose 9 SCH</b>		<b>9</b>
ART 1503	Introduction to Painting	
ART 1603	Introduction to Photography	
ART 2753	Introduction to Sculpture	
ART 2823	Introduction to Ceramics	
ART 3013	Principles of Art Education	
ART 3153	Animation	
<b>Total SCHs</b>		<b>33</b>

### Intermediate and Advanced Studies

Code	Title	SCHs
ART 2243	Fundamentals of Type and Image	3
ART 2293	Visual Identity and Symbol	3

ART 3253	Motion Graphics	3
ART 4363	Community-Focused Design Studio	3
ART 4953	Internship	3
<b>Focus Area (9 SCH)</b>		<b>9</b>
Visual Communication		
ART 4253	Publication Design	
ART 4283	Web and App Design	
ART 4313	Advertising and Social Media Design	
Illustration		
ART 3363	Character Design	
ART 3383	Digital Illustration	
ART 4483	Narrative Illustration	
<b>Advanced Electives - Choose 12 SCH</b>		<b>12</b>
3000 or 4000 level ART		
MGT 3243	Entrepreneurship	
MGT 4443	Small Business Management	
<b>Total SCHs</b>		<b>36</b>

## Capstone

Code	Title	SCHs
ART 3393	Professional Practices for Visual Arts	3
ART 3903	Professional Writing for Visual Arts	3
ART 4993	BFA Exhibition	3
<b>Total SCHs</b>		<b>9</b>

## Recommended Plan of Study

### First Year

Fall		TCCN	SCHs
ART 1203	2D Foundations	ARTS 1311	3
ART 1303	Drawing Foundations	ARTS 1316	3
UNIV 1231	Learning Frameworks: The First Year Experience	EDUC 1100, EDUC 1200, EDUC 1300	1
ENG 1013	Composition I	ENGL 1301	3
HIST 1013	History of the United States, 1492-1865	HIST 1301	3
Wellness CAO Core			2
<b>SCHs</b>			<b>15</b>
Spring		TCCN	
ART 1213	3D Foundations	ARTS 1312	3
ART 2223	Digital Art Foundations	ARTS 2348	3
ENG 1023	Composition II	ENGL 1302	3
HIST 1023	History of the United States, 1865 to the Present	HIST 1302	3
Social/Behavioral Science Core			3
<b>SCHs</b>			<b>15</b>

### Second Year

Fall		TCCN	
ART 2293	Visual Identity and Symbol		3
Art Introductory Elective			3
ART 2423	World Art History I	ART 1303	3
POLS 2013	U.S. National Government	GOVT 2305	3

Mathematics Core			3
<b>SCHs</b>			<b>15</b>
Spring		TCCN	
ART 2243	Fundamentals of Type and Image		3
ART Introductory Elective			3
ART 2433	World Art History II	ART 1304	3
POLS 2023	Texas Government	GOVT 2306	3
Creative Arts Core			3
<b>SCHs</b>			<b>15</b>
Third Year			
Fall		TCCN	
ART 3253	Motion Graphics		3
ART Introductory Elective			3
ART 3903	Professional Writing for Visual Arts		3
Language, Philosophy and Culture Core			3
Life and Physical Science Core			3
<b>SCHs</b>			<b>15</b>
Spring		TCCN	
ART 3053 or 3343	Global Perspectives in Art or Women in the Visual Arts		3
Focus Area Elective			3
ART 4313	Advertising and Social Media Design		3
Life and Physical Science Core			3
ART Elective 3000 or 4000 level			3
<b>SCHs</b>			<b>15</b>
Fourth Year			
Fall		TCCN	
ART 3173	Contemporary Issues in Art		3
ART 3393	Professional Practices for Visual Arts		3
ART 4363	Community-Focused Design Studio		3
Focus Area Elective			3
Component Area Option (Multicultural Women's Studies)			3
<b>SCHs</b>			<b>15</b>
Spring		TCCN	
ART 4953	Internship		3
ART 4993	BFA Exhibition		3
Focus Area Elective			3
ART Elective 3000 or 4000 level			3
ART Elective 3000 or 4000 level			3
<b>SCHs</b>			<b>15</b>
<b>Total SCHs:</b>			<b>120</b>