

# BACHELOR OF FINE ARTS IN ART (GRAPHIC DESIGN)

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

## 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."

- a. **Typography & Page Design:** Master the aesthetics and function of typography and apply it to interactive, electronic, and printed page design.
- b. **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.
- c. **Professional Experience:** Through client projects, internships, and professional practices develop professional graphic design experience, a marketable portfolio, and job-search skills
- d. **Ideation & Visualization:** Develop a number of relevant ideas, expressed in verbal and visual language, about a topic for a client/intended audience.
- e. **Networking:** Make graphic design industry and community connections through client projects, field trips, and workshops.
- f. **Develop Objectives and Strategies:** Establish long-range objectives and specify strategies for graduate school application and/or success in the graphic design industry.
- g. **Service Orientation:** Through Design Studio and client projects, engage in socially responsible and community-focused design that contributes to the common good.