

BS/GRAPHIC DESIGN

The BS degree in **Graphic Design**, is intended for those students who are interested in pursuing a career or educational advancement in the area of graphic design.

The BS degree in Graphic Design at TROY is widely considered to be one of the most **innovative** programs of study within the discipline due to the hybrid nature and **'real-world' approach** to instruction. Graphic designers are trained to be responsible for visual communications in a world that cannot seem to get enough of it. Some of the areas where designers work are web design, package design, signage, video, motion graphics and print publishing. **This field is an extremely huge one and fortunately—a very hot one.** The successes of TROY graduates would attest to that fact. This program is intended to prepare the **next breed of designers to compete in a world marketplace with confidence in aesthetics and in practice.**

PROGRAM AT A GLANCE:

Entry Requirements: The BS degree is a **59 hour program** that requires all majors to include an **18-hour minor** to integrate with graphic design. The **cross-pollination** of design with another program of study makes design students more **marketable** and **more diverse** than those of traditional graphic design programs. **The program is intensive and rigorous.** Students interested in majoring in this **highly competitive** program are encouraged to meet with a design advisor to discuss the appropriate hybrid program.

Art/Design Foundation Courses:

- Digital Tools
- Foundations of Form and Space
- Foundations of Time and Space
- eDrawing
- Color and Technology
- Survey of Art History I
- Survey of Art History II

Core Design Courses:

- <<dti>> Principles of Digital Design
- <<dti>> Time/Sound
- <<dti>> Typography
- <<dti>> Design for the Internet
- <<dti>> Design for the Internet 2
- <<dti>> Paper/Screen
- <<dti>> Design Studio
- History of Graphic Design
- Senior Thesis
- Internship in Art/Design

DESIGN COURSES	41 hrs
MINOR CONCENTRATION	18 hrs
GENERAL STUDIES	61 hrs
TOTAL	120 hrs

Graphic Design

The main courses within this program are:

Foundation Courses comprised of basic courses in drawing, computer applications, design, color science, and art history to prepare the studio arts major for a more advanced exploration in the making of visual art.

Principles of Digital Design an introduction to the fundamental principles of graphical design using a variety of desktop software including writing HTML.

Paper/Screen mainly directed towards materials, techniques, processes and concepts in making art through two dimensional media.

Typography a study of the history, design and application of basic letterforms. Students will learn of the hierarchy of information, typeface and type family characteristics and grids. Both type and text will be covered.

Time/Sound provides the pre-professional studio major the opportunity to create thematic bodies of work challenged by the notion of collaboration and inter-media exploration. Bodies of work created are generally geared around one particular theme, topic, or process and students are expected to present final works in exhibition and portfolio format.

Design for the Internet focuses on critical reflection of works of art from times past as well as contemporary trends and issues in art. Students learn to carry out research on topics and artists as well as write sophisticated papers about such.

Design for the Internet 2 a continuing study of "Design for the Internet." New trends in the designs and technologies of web-based

visual communication will be discussed and explored. Students will not only broaden their understanding of designing for web top but will explore development concepts such as usability, functionality, modality and accessibility.

Design Studio provides a valuable opportunity for students to gain field experience in either a professional studio situation, a gallery or museum, or some other professional art-related venue where students gain practical and vocational experience in the field of visual arts.

Senior Exhibition which provides students the greatest opportunity to showcase their skill, knowledge and passion. Each student generates a comprehensive body of work geared around an approved proposal topic/theme. Students also create a promotional kit for themselves to market which includes a letter of application or inquiry, a professional resume, a digital portfolio, a material portfolio, and business card. Students also write a comprehensive report/manifesto about their research and artwork as well as write an artist's statement.

dti.CENTER is an integral part of the graphic design program. The Center solicits projects from the private and non-profit sector. All projects are selected according to public need and creative potential. The work is produced by advanced graphic design students. Each student is given the opportunity to gain valuable experience dealing with clients, deadlines, budgets and potentially earn financial compensation for work produced. All profits earned from the Center are applied to student scholarship.



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Troy University is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award associate, baccalaureate, master's, education specialist and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4500 for questions about the accreditation of Troy University.

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