DESIGN / BACHELOR OF ARTS

Total Credit Hours: 120
Major Credit Hours: 69

Grounded in a systematic design process, students utilize critical thinking, technical skills, and formal studio-based foundational skills to solve complex design problems within a creative, collaborative, and interdisciplinary environment. Students engage with real-world challenges that require them to work closely with clients and consumers to create human-centered and socially responsible design solutions. The program prepares students for professional practice through advanced courses that provide students with essential leadership and entrepreneurial skills. Upon graduation, students will be nimble, creative problem solvers who have the confidence to flex with a diverse and evolving profession.

Students will choose one of three program concentrations: Graphic Design, Motion Design, and Interaction Design. These concentrations provide focused development of technical skills and discipline-specific knowledge.

The Graphic Design (p. 1) concentration aims to provide students with a diverse range of skills that will allow them to be adaptable throughout their career to work with both static and dynamic formats, such as interactive media, print, and environmental design. The coursework exposes students to a range of tools and techniques required to design in these different spaces.

The Motion Design (p. 2) concentration exposes students to the theory and practices of motion-based media and animation in both interactive and passive forms. The skills developed in this concentration will allow students to enter careers in marketing/advertising, 3D visualization, game and simulation development, and film and television. Students will learn the principles of animation as they apply to motion graphics design and character animation used in the production of client-based projects. Additionally, students will explore the development of immersive realities through the creation of virtual and augmented experiences. These advanced courses will challenge students to create compelling encounters using new and emerging technologies.

The Interaction Design (p. 2) concentration will teach students to design meaningful interactive experiences though technology, including smartphones, computers, the web and within the real world. Students will learn a variety of design skills, including ideation, prototyping, user research, and design thinking. Upon graduation, students will be prepared to enter the growing field of Interaction Design or pursue additional education. From tech companies to governments and non-profits, our interconnected world needs designers that can translate human needs into innovation. The interaction program equips you with the tools and mindsets needed to thrive in this rapidly growing profession. All learned through complex, real-world challenges that ensure that you graduate with a full portfolio and the experience needed to jump-start your career.

Majors in Design must earn a grade of "C-" or better in all concentration courses in the program. Courses in which a major has earned less than a grade of "C-" must be repeated.

Requirements
Degree Requirements

Code	Title	Hours
Core Courses		
ARTS 10000	Drawing	3
ARTS 11000	Painting	3
ARTS 13000	2-D Design Fundamentals	3
ARTS 13300	3-D Design	3
ARTS 18100	Digital Photography	3
ARTS 23100	Introduction to Graphic Design	3
ARTS 23500	Social Responsibility for Graphic Designers	3
ARTS 25100	Collaborative Design Studio: Jr. Graphic Designer	3
ARTS 33200	Typography	3
ARTS 39400	History of Graphic Design	3
ARTS 39100	Art History 1	3
or ARTS 39200	Art History 2	
ARTS 40100	Senior Project/Seminar	3
ARTS 43100	Graphic Design Entrepreneurship	3
ARTS 47000	Art Internship	3
Concentration Courses		
Select one of the following:		27
Graphic Design Concentration (p. 1)		
Motion Design Concentration (p. 2)		
Interaction Design Concentration (p. 2)		
Advanced Writing Requirement		
The advanced writing requirement of the General Education curriculum is satisfied by successful completion of		
ARTS 39100	Art History 1	3
Total Hours		**72**

Graphic Design Concentration

Concentration: GDSN

Code	Title	Hours
ARTS 23300	Motion Graphics	3
ARTS 23400	Interaction Design	3
ARTS 33100	Collaborative Design Studio: Graphic Designer	3
ARTS 45100	Collaborative Design Studio: Art Director	3
ARTS 33300	3D Model and Motion Graphics	3
COMM 11400	Communication Design Principles	3
COMM 30300	Advanced Communication Design Principles	3
or ARTS 33400	Web Design	
Electives		
Select two of the following courses, or an advisor-approved course:		6
MKTG 20000	Principles of Marketing	
MKTG 30000	Consumer Behavior	
MKTG 30500	Introduction to Digital Marketing	
MKTG 31500	Advertising	
MKTG 46500	Marketing Research	
MKTG 37600	Digital Marketing Strategy	
MKTG 40200	Public Relations	
COMM 20600	Social Media and Online Audiences	

COMM 20800	Strategic Communication	
PHIL 11000	Introduction to Philosophy	
PHIL 21500	Introduction to Ethics	
Total Hours		**27**

Motion Design

Concentration: MDSN

Code	Title	Hours
ARTS 22000	Concept Development and Storyboarding	3
ARTS 23300	Motion Graphics	3
ARTS 33300	3D Model and Motion Graphics	3
ARTS 36000	Visual and Interactive Storytelling	3
ARTS 37000	Interactive Motion Design	3
ARTS 42000	Experiential Design	3
ARTS 46000	Emerging Technologies in Motion Design	3
Electives		
Select two of the following courses, or an advisor-approved course:		6
ARTS 20400	Ceramics I	
ENGL 25000	Introduction to English Studies	
ENGL 27000	Introduction to Film Studies	
ENGL 31100	Introduction to Creative Writing	
COMM 23000	Digital Filmmaking	
ENGL 27200	Film Analysis	
COMM 35300	Field Production	
COMM 31900	Audio 2	
THTR 25100	Stage Technology 1	
THTR 27100	Acting 1	
THTR 37100	Acting 2	
MUSC 29900	Introduction to Recording and Computer Music	
MUSC 30000	Electronic Music Techniques	
CPSC 20000	Introduction to Computer Science	
CPSC 21000	Programming Fundamentals	
CPSC 24500	Object-Oriented Programming	
CPSC 41000	Video Game Programming 1	
PHIL 11000	Introduction to Philosophy	
PHIL 21500	Introduction to Ethics	
Total Hours		**27**

Interaction Design

Concentration: INDN

Code	Title	Hours
ARTS 23400	Interaction Design	3
ARTS 23600	Prototyping for Interactive Design	3
ARTS 27000	Design Research Methods	3
ARTS 30200	Human Centered Design	3
ARTS 33400	Web Design	3
ARTS 36000	Visual and Interactive Storytelling	3
ARTS 40300	Project Management for Interactive Design	3
Electives		
Select two of the following courses, or an advisor-approved course:		6
MKTG 20000	Principles of Marketing	

Code	Title	
MKTG 30000	Consumer Behavior	
MKTG 46500	Marketing Research	
MKTG 47000	Marketing Strategy	
PSYC 10000	General Psychology	
CPSC 20000	Introduction to Computer Science	
CPSC 21000	Programming Fundamentals	
CPSC 24500	Object-Oriented Programming	
CPSC 41700	Mobile Application Development	
BSAD 21000	Introduction to International Business	
BSAD 42000	International Business	
FINA 44000	International Finance	
MKTG 46800	International Marketing	
COMM 41900	Advanced Radio	
PHIL 11000	Introduction to Philosophy	
PHIL 21500	Introduction to Ethics	
Total Hours		**27**