GRAPHIC DESIGN

The Bachelor of Fine Arts in Graphic Design is a professional degree that prepares students for careers in communication (graphic) design and related fields. Graphic design is highly contextual, inherently interdisciplinary, and shapes our everyday experience and identity. The intention of the program is to train emerging designers to research, conceptualize, strategize, create, disseminate, and assess affect and efficacy of their varied deliverables in context.

About this Program

- **College:** Arts (http://catalog.ufl.edu/UGRD/colleges-schools/UGART/)
- **Degree:** Bachelor of Fine Arts in Graphic Design
- **Credits for Degree:** 120

To graduate with this major, students must complete all university, college, and major requirements.

School Information

The School of Art + Art History nurtures a culture of critical inquiry in scholarly and creative work. The school empowers each individual with knowledge, skills, and insight to engage thoughtfully with the changing world.
More Info (https://arts.ufl.edu/academics/art-and-art-history/)

CONTACT

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GAINESVILLE FL 32611
Map (http://campusmap.ufl.edu/#/index/0599)

Curriculum

- Art Education Certificate
- Art History
- Art History Minor
- Art Minor
- Art | BA
- Art | BFA
- Ceramics Certificate
- Graphic Design

The program offers general education in graphic design to provide fundamental skill sets and build a range of design and related capacities. At the upper division, more in-depth study and practice allows students to hone their skill sets towards their specific interests. Working together in the studio allows students to design better, foster collaboration skills that support their development as designers and leaders. Students collaborate in their designated design studio/collaborative coworking space.

Graphic design is not neutral. Specifically, the graphic design curriculum centers on preparing designers to design for people in context and consider issues of access, equity, and inclusion. Students are encouraged to bring their full selves to the program and hold opinions and perspectives on the individual and collective roles and responsibilities of designers, and design as a discipline.

Graduates of the program begin their careers in a range of disciplines and industries. These include UI/UX, art/creative direction, information design, editorial design, design strategy, and work in design agencies, in-house corporate design offices, and design consultancies. Many alumni also start their own design studios. In addition, alumni are in leadership roles nationally and internationally — in design and beyond.

The degree program in graphic design prepares students for professional work in an expanded communication design field. The curriculum emphasizes design process, concept development strategies, visual systems, technologies, professional development, working with people in context and results in a working portfolio for entry level careers in design.

All students must lease, purchase, or otherwise obtain a computer system upon enrollment in their first design course. Specific system requirements are available from the school or the program's website.

All coursework required for the major must be completed with minimum grades of C.

Critical Tracking

Critical Tracking records each student's progress in courses that are required for progress toward each major. Please note the critical-tracking requirements below on a per-semester basis.

Equivalent critical-tracking courses as determined by the State of Florida Common Course Prerequisites (https://cpm.flvc.org/advance-search/) may be used for transfer students.

SEMESTER 1

- Complete GRA 2111C and GRA 1113C for a total of 6 credits with minimum grades of C
- 2.0 UF GPA required

SEMESTER 2

- Complete ART 1803C and GRA 1831C with minimum grades of C
- 2.50 UF GPA required

SEMESTER 3

- Complete GRA 2208C with a minimum grade of C
- Complete a major elective: any 2000-level course with a GRA / ARH / ART / ARE / PGY / DIG prefix with a minimum grade of C
- Complete any ARH 2000-level survey course, except ARH 2000, with a minimum grade of C
- 2.75 UF GPA required

SEMESTER 4

- Complete any ARH 2000-level survey course, except ARH 2000, with a minimum grade of C
- Complete a major elective: any 2000-level course with a GRA / ARH / ART / ARE / PGY / DIG prefix with a minimum grade of C
- 3.0 UF GPA required

SEMESTER 5

- Complete critical-tracking courses (upper division) GRA 3209C, GRA 3193C, and ENC 2256 with minimum grades of C
- 3.0 UF GPA required

SEMESTER 6

- Complete critical-tracking courses (upper division) GRA 3194C and GRA 3198C with minimum grades of C
- 3.0 UF GPA required

SEMESTER 7

- Complete critical-tracking courses (upper division) GRA 4196C and GRA 4197C with minimum grades of C
- 3.0 UF GPA required

SEMESTER 8

- Complete critical-tracking courses (upper division) GRA 4187C and GRA 4186C with minimum grades of C
- 3.0 UF GPA required

Model Semester Plan

To remain on track, students must complete the appropriate critical-tracking courses, which appear in bold. These courses must be completed by the terms as listed above in the Critical Tracking criteria.

This semester plan represents an example progression through the major. Actual courses and course order may be different depending on the student's academic record and scheduling availability of courses. Prerequisites still apply.

Course	Title	Credits
Semester One		
Quest 1 (Gen Ed Humanities)		3
GRA 1113C	Design Studies (**Critical Tracking**)	3
GRA 2111C	Visual Methods and Processes (**Critical Tracking**)	3
Gen Ed Composition		3

Elective		3
	Credits	**15**
Semester Two		
ART 1803C	Workshop for Art Research and Practice: WARP (**Critical Tracking**)	6
GRA 1831C	Design Technologies (**Critical Tracking**)	3
Any ARH 2000-level survey course except ARH 2000 (**Critical Tracking**;Gen Ed Humanities)		3
Elective		3
	Credits	**15**
Semester Three		
GRA 2208C	Typography 1: Letterform (**Critical Tracking**)	3
Any 2000-level ARH survey course except ARH 2000 (**Critical Tracking**)		3
State Core Gen Ed Mathematics (http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext)		3
Major electives (**Critical Tracking**; Any 2000-level course with a GRA / ARH / ART / ARE / PGY / DIG prefix)		6
	Credits	**15**
Semester Four		
Quest 2 (Gen Ed Physical or Biological Sciences)		3
Gen Ed Mathematics; pure math		3
Major electives (**Critical Tracking**; Any 2000-level course with a GRA / ARH / ART / ARE / PGY / DIG prefix)		9
	Credits	**15**
Semester Five		
Before beginning 3/4000 studio coursework, students must successfully submit and pass the sophomore portfolio review.		
ENC 2256	Writing in the Disciplines (State Core Gen Ed Composition; **Critical Tracking**)	3
GRA 3193C	Design: Visualization and Creativity (**Critical Tracking**; upper division)	3
GRA 3209C	Typography 2: Composition (**Critical Tracking**; upper division)	3
GRA 4165	Graphic Design History I	3
Elective (3000/4000 level)		3
	Credits	**15**
Semester Six		
GRA 3194C	Technologies and Processes (**Critical Tracking**; upper division)	3
GRA 3198C	Image, Form and Meaning (**Critical Tracking**; upper division)	3
GRA 4166	Graphic Design History II	3
GRA 4923C	Design and Professional Practice Studio	3
State Core Gen Ed Biological or Physical Sciences		3
	Credits	**15**
Semester Seven		
GRA 4196C	Design: Ideas and Styles (**Critical Tracking**; upper division)	3
GRA 4197C	Graphic Design: Visual Systems in Design (**Critical Tracking**; upper division)	3
State Core Gen Ed Social and Behavioral Sciences (http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext)		3
Gen Ed Social and Behavioral Sciences		3
Elective (3000/4000 level)		3
	Credits	**15**
Semester Eight		
GRA 4186C	Senior Design Studio (**Critical Tracking**; upper division)	3
GRA 4187C	Design Workshop (**Critical Tracking**; upper division)	3
State Core Gen Ed Humanities (http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext)		3
Any Gen Ed Humanities, Social and Behavioral Science, Physical Science, or Biological Science course		3
Elective (3000/4000 level)		3
	Credits	**15**
	Total Credits	**120**

Academic Learning Compact

The Bachelor of Fine Arts in Graphic Design enables students to achieve proficiency in the principles and practices utilized by professional designers and affiliated industries. Through the study of art theory, art history, and historic and contemporary art, students gain knowledge of design genres and systems of thought. Emphasis is on development of the concepts and skills related to graphic design and the development of a personal artistic idiom. Students will learn to use research practices effectively and to discuss the development of their work in speech and in writing.

Before Graduating Students Must

- Pass a particular test, a final project, a term paper and/or a portfolio, as determined by a particular major.
- Pass a senior-level capstone course that includes a portfolio exhibition of the student's work, evaluated by appropriate faculty.
- Complete requirements for the baccalaureate degree, as determined by faculty.

Students in the Major Will Learn to

Student Learning Outcomes | SLOs

Content

1. Design visual form in response to communication problems.
2. Exhibit principles of visual organization/composition, information hierarchy, symbolic representation, typography, aesthetics, and the construction of meaningful images.
3. Exhibit appropriate use tools and technology, including their roles in the creation, reproduction, and distribution of visual messages.

Critical Thinking

4. Exhibit the ability to describe and respond to the audiences and contexts which communication solutions must address, including recognition of the physical, cognitive, cultural, and social human factors that shape design decisions.

Communication

5. Produce solutions to communication problems, including the skills of problem identification, research and information gathering, analysis, generation of alternative solutions, prototyping, and evaluation of outcomes.

Curriculum Map

I = Introduced; R = Reinforced; A = Assessed

Courses	SLO 1	SLO 2	SLO 3	SLO 4	SLO 5
ARH 3XXX or ARH 4XXX			I		
ART 1803C			I		
ART 2701C or ART 2757C			I		
ART 3XXXC or ART 4XXXC			I		
GRA 2111C	I	I	I	I	I
GRA 2208C	I	I	I	I	I
GRA 3193C	R	R	R	R	R
GRA 3194C	R	R	R	R	R
GRA 3198C	R	R	R	R	R
GRA 3209C	R	R	R	R	R
GRA 4186C	R	R	R	R	R
GRA 4187C	R	R	R	R	R
GRA 4196C	R	R	R	R	R
GRA 4197C	R	R	R	R	R
GRA 4953C	A	A	A	A	A

Assessment Types

- Portfolio