

Graphic Design

The Field of Graphic Design

The Graphic Design Program prepares students for careers in the visual communication field. Graduates from this program are employed in design studios, in-house design departments, advertising agencies, and design-related businesses throughout the Valley, as well as working solo or in partnerships as freelance graphic designers. Some of our graduates continue on to graphic design careers across the country or pursue advanced degrees in graphic design.

The Graphic Design Faculty and Facilities

The Graphic Design Program is part of the Department of Art and Design. The full-time faculty members include award-winning designers with real-world experience in corporate identity, poster and packaging design, illustration, design, education, literacy, and technology. Adjunct graphic design faculty are practicing graphic designers who bring their specialized expertise to the classroom. Courses are primarily studio courses conducted in computer and equipped with regularly updated software and hardware.

Careers in Graphic Design

Art director or creative director
Advertising designer
Graphic designer or illustrator
Freelance graphic designer or illustrator
Corporate designer
Institutional designer (in-house design)
Editorial designer or illustrator
Packaging designer
Environmental graphic/signage designer
Exhibition designer
Design manager
Medical and scientific
Children's book illustrator
Fashion illustrator
Court and legal illustrator
Animation and multimedia artist
Cartoonist
Sketch artist
Film title designer
Web and Web-motion designer
Interactive media designer
Multimedia designer
Character Design
Storyboard Artist

Bachelor of Arts Degree Requirements

The Graphic Design Option
All Graphic Design students begin by enrolling in the Graphic Design Option, which is an option of the B.A. in Art. All students in the department are required to complete a series of core classes in the studio arts and art history.

California State University, Fresno

Department of Art and Design

559.278.2515
559.278.4706 Fax

www.csufresno.edu/artanddesign/

B.A. in Art
Option:
• *Graphic Design*

B.F.A. in Graphic Design
Areas of emphasis:
• *Graphic Design*
• *Illustration*
• *Interactive Multimedia Design*

Minor in Art
Interdisciplinary Minor in Media Arts

Single Subject Credential

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Graphic Design

Bachelor of Arts Degree Requirements

Art Major

Graphic Design Option Units

Major requirements 69

Art and Design Core (18)

ARTH 10 and 11 (6)

ART 13 (3)

ART 20 or ID 43..... (3)

ART 24 or 30 or 40..... (3)

ART 14 or 50 or 60 or 70

or 80* (3)*

Lower-division requirements (21)

GD 35, 37, 39, 41, 42, 50, 60

Upper-division requirements (15)

GD 135, 150, 163; ART 116;

MCJ 142

Upper-division electives..... (15)

Select from ART 101, 107, 125, 126,

127, 130, 133, 180*, 185, 188; ARTH

132, 136; GD 132; MCJ 131, 144,

146, 148

General Education requirements..... 51

Total 120

* See adviser for prerequisites.

Bachelor of Fine Arts Degree Requirements

The Bachelor of Fine Arts in Graphic Design is a professional program providing directed studies and is designed for students seeking in-depth preparation for specialized educational and career goals.

The curriculum explores the many aspects of graphic design, including the physical, cognitive, social, and cultural human factors. It will also explore theories, principles, and practice in relation to typography, illustration, computer graphics, Web design, motion graphics, history of graphic design, and creative critical visual thinking skills that are applicable to professional practice and to meet entrance requirements to graduate school.

Graphic Design Fine Arts Major Units

Major requirements 66*

Art and Design Core (18)

ARTH 10 and 11 (6)

ART 13 (3)

ART 20 or ID 43 (3)

ART 24 or 30 or 40..... (3)

ART 50 or 60 or 70

or 80*** (3)

GD lower-division requirements (21)

GD 35, 37, 39, 41, 42, 50, 60

GD upper-division requirements..... (15)

GD 135, 179, 180; ART 116;

ARTH 132 or 136

Area of Emphasis

(I, II or III) (18)

I. Graphic Design

GD 170, 171, 174, 175, 176, 178

II. Illustration**

GD 163, 165, 167, 169,

6 units of approved electives

III. Interactive Multimedia Design

GD 150, 153, 155, 157;

ART 107, 180

General Education requirements..... 51

GD electives and remaining

degree requirements 0-3

Total units 120

* This total indicates that a maximum of two courses (6 units) in G.E. Breadth C1 and G.E. Breadth E1 will be applied to the graphic design major. These courses include ARTH 10, 11; ART 20, 40, 50 (GE C1); and/or ART 13 (GE E1). Consult the department chair or faculty adviser for additional details.

** Please see adviser.

*** Interactive multimedia candidates - see adviser.

Advising Notes

1. A portfolio is required to continue in the B.F.A. in Graphic Design.
2. The portfolio needs to be submitted for review only after the student has completed the art and design core courses and all the lower-division graphic design required courses.
3. The student must PASS the portfolio review to continue in the B.F.A. in Graphic Design.
4. For continuation in the B.F.A. in Graphic Design, all courses required for the major must receive a letter grade of C or higher.
5. Student work may be retained for a limited period for display and accreditation visits.
6. The upper-division writing skills requirement can be met by passing the university examination or by completing a W course with a letter grade of C or higher, to be taken no sooner than the term in which 60 units are completed.
7. The General Education requirement of 48 units may be exceeded depending upon the selection of courses; such excess units may be counted under the electives category toward the 120-unit degree.

For additional
information, write

California State
University, Fresno
Department of
Art and Design

5225 North Backer
M/S CA65
Fresno, California
93740-8001

Visit or call

Department
of Art and Design

Conley Art Building,
Room 105
559.278.2515

[www.csufresno.edu/
artanddesign](http://www.csufresno.edu/artanddesign)

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PLEASE NOTE: This document is for general informational purposes only. The information is subject to change; consult the appropriate department or an academic adviser. Entering freshmen must follow the revised General Education program effective fall 1999 and thereafter. The university catalog and schedule of courses are available online at www.fresnostate.edu/ClassSchedule and www.fresnostate.edu/catalog.

Revised 8/14