

University of the Incarnate Word® Bachelor of Fine Arts in **Graphic Design**

School of Media and Design

PROGRAM OVERVIEW

The Bachelor of Fine Arts (BFA) in Graphic Design at the School of Media and Design prepares students to become responsible and ethical citizens, life-long learners and highly skilled visual communicators. Students graduate with an understanding of how to apply design principles and methods, develop complex design strategies, listen to users, and find a perfect balance between research, their own intuition, and creative thinking.

Throughout the 4-year program, students learn that Graphic Design requires a complex process to transform a basic idea into an effective design solution. In our highly equipped labs and studios, students are trained on digital and analog design skills, design research, prototyping, how to communicate and present ideas, how to be independent individuals as well as great collaborators.

Our diverse curriculum prepares students to graduate with a design portfolio that will allow them to gain and keep an employment in an industry that evolves and changes constantly.

PREREQUISITES AND COURSES

The requirements for admission to the BFA in Graphic Design program are the same as the requirements for admission to the University of the Incarnate Word.

During the first year, the faculty guide students through a series of courses that give them a solid design foundation. At the end of the first year, students must submit a design portfolio for review. Passing this review is required for admittance to the Graphic Design major and before concentration classes may be attempted. Students that pass the Portfolio Review are accepted into the Graphic Design program are required to purchase (or show proof of ownership of) a qualified laptop and the required software. This allows our students to take responsibility for their own work habits and conditions, allowing them the flexibility to work in class, on campus, and at home.

QUICK FACTS

- The Graphic Design program is affiliated with AIGA and has its own student chapter.
- Career opportunities include print design (i.e., corporate branding, art director, creative director, information designer, advertising production, and packaging), and interactive design (i.e., front-end developer, user interface designer, webmaster, motion designer, and usability designer).
- Students engage with the design community by attending design conferences, lectures, and social gatherings as well as collaborating with professionals from other creative disciplines.

CONTACT

UIW Admissions
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This publication is available in alternate format by request. To request an alternate format, please contact the UIW Office of Admissions at (210) 829-6005. 9/2020 500

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THE WORD
IN THE WORLD**

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Graphic Design

B.F.A. in **Graphic Design****FRESHMAN YEAR****Fall**

GDSN 1100: Orientation to Graphic Design (1 hour)
 GDSN 1301: Introduction to Graphic Software (3 hours)
 GDSN 1380: Foundations of Design (3 hours)
 ARTS 1301: Drawing I (3 hours)
 PHIL 1301: Intro to Philosophy (3 hours)
 ENGL 1301: Composition I (3 hours)

Total Hours: 16**Spring**

GDSN 1410: Image Lab (4 hours)
 GDSN 1390: Typography I (3 hours)
 ENGL 1312: Composition II (3 hours)
 DHWP 1200: Dimensions of Wellness (3 hours)
 MATH (3 hours)
 PEHP Activity Course (1 hour)

Total Hours: 16**SOPHOMORE YEAR****Fall**

GDSN 2305: Visual Language (3 hours)
 GDSN 2390: Typography II (3 hours)
 Art/ Design Elective (3 hours)
 ARTH 2361: Art History: Ancient to Medieval (3 hours)
 ENGL 2310: World Literature (3 hours)

Total Hours: 15**Spring**

GDSN 2300: IA I: Basic Design and Languages (3 hours)
 GDSN 2310: GD I: Intro to Visual Comm. (3 hours)
 Art/Design Elective (3 hours)
 ARTH 2362: Art History: Renaissance to Modern (3 hours)
 Science with Lab (4 hours)

Total Hours: 16**JUNIOR YEAR****Fall**

GDSN 3300: IA II: User Interface Design (3 hours)
 GDSN 3310: GD II: Visual Systems (3 hours)
 GDSN 4325: History of Comm. Design (3 hours)
 Second Language I (3 hours)
 Social Science Elective (3 hours)

Total Hours: 15**Spring**

GDSN 4300: IA III: Dynamic Web Systems (3 hours)
 GDSN 4310: GD III: Information Design (3 hours)
 GDSN 4330: Business of Design (3 hours)
 Second Language II (3 hours)
 PHIL 3375: Aesthetics: Art and Beauty (3 hours)

Total Hours: 15**SENIOR YEAR****Fall**

GDSN 4301: Advanced Projects Practicum (3 hours)
 GDSN 4399: Special Topics (3 hours)
 Advanced Art/Design Elective (3 hours)
 ARTH 3361: Survey of Contemporary Art (3 hours)
 History Course Elective (3 hours)

Total Hours: 15**Spring**

GDSN 4240: AP: Graphic Design (8 weeks) (2 hours)
 GDSN 4250: AP: Interactive Design (8 weeks) (2 hours)
 GDSN 4303: Senior Portfolio (3 hours)
 GDSN 4220: Senior BFA Seminar (2 hours)
 RELS course (3 hours)

Total Hours: 16

120 hours needed to complete the BFA in Graphic Design.