



Program Description

The Graphic Design degree provides students with the creative, technical and communication skills required in one of today's fastest growing fields. Students in the program will learn to solve visual communication problems through a comprehensive program of study that incorporates basic design principles, color theory and typography, and advanced production techniques. Since Graphic Design is an aesthetic and technical discipline, students will learn to apply theories and historical research in the creation of visual and written information. Students in the Graphic Design program make use of current technology as an integral part of their visual communication exploration.

Special Features

- All of the full- and part-time faculty in the Graphic Design program have extensive expertise in the field and continue to work in the profession. Field trips and guest instruction add further exposure to professional practice and common methodology. Students are involved in national competitions, as well as community and campus design projects. Students are also encouraged to exhibit their work on campus.
- Work experience is highly valued in the field of graphic design, and internships, for academic credit, provide students with practical, hands-on experience. Faculty members are instrumental in coordinating a wide range of student internships at highly respected firms and organizations throughout the region. The following are examples of possible internships for students: advertising agencies, public relations firms, corporate art departments, newspapers, magazines, printing companies, multimedia and informational graphics firms and campus organizations.
- Graphic Design majors form an active student group called G.R.I.D.S (Graphic Resources and Information Design Students). This group is also a student chapter of the AIGA the professional association for design. Students participate in monthly meetings and organize workshops, field trips and lectures. These activities increase understanding of and exposure to the graphic design field. G.R.I.D.S also provides internal networking opportunities that offers members support as they pursue their studies in design.
- Located in California's capital city, California State University, Sacramento offers a wealth of cultural, professional and employment opportunities. Graduates from the Graphic Design program at Sacramento State have secured positions in design and multimedia firms, advertising agencies, and major corporations.

Undergraduate Program

The Graphic Design program at Sacramento State is one of the most highly sought after programs in Northern California. Due to the large number of applications, the program is now officially impacted. Students wishing to become Graphic Design majors must complete a series of required lower division courses and then must apply for admission to the program. It is highly recommended that interested students speak with a Graphic Design advisor as soon as possible. The application for admission includes:

- a GPA review; a minimum GPA of 2.5 in the last 60 units completed is required;
- completion of all required lower division prerequisites with a grade of "C" or better; and
- submission of a portfolio (students must refer to the application for portfolio specifications);⁷[^](#)

Before submitting applications and portfolios, students must complete with a grade of "C" or better: Either GPHD 005 or GPHD 020 in addition to ART 020A, PHOT 040, GPHD 025.

Students may be enrolled in the following classes during the semester the portfolio is submitted: GPHD 020, GPHD 010, GPHD 030.

Before being admitted into the upper division the student must complete: Either GPHD 005 or GPHD 020, in addition to ART 020A, PHOT 040, GPHD 010, GPHD 020, GPHD 025, GPHD 030.

Students should contact the Design Department office for an application package and portfolio requirements.

Once students are admitted to the upper division a grade of "C" or better is required in all upper division GPHD courses.

Career Possibilities

Advertising Designer • Brand Designer • Broadcast Designer • In-house Corporate Designer • Identity Designer • Information Architect • Multimedia Designer • Packaging Designer • Prepress Technician • Print Designer • Production Artist • Project Manager • Publication Designer • Signage Designer • Type Designer • Web Designer

Faculty

Gwen Amos, Mario Estioko, John Forrest, Yuki Nishinaka, Myung Park, Richard Pratt

Contact Information

Andrew Anker, *Chair Department of Design* • Gwen Amos, *Program Coordinator* • Jan Lopez, *Administrative Support Coordinator* • Mariposa Hall 5001 • (916) 278-3962; FAX (916) 278-6116 • www.csus.edu/design/gphd

Requirements • Bachelor of Science Degree

Units required for Major: 69

Minimum units required for BS: 120

Courses in parentheses are prerequisites.

A. Required Lower Division Courses (30 units)

- (3) GPHD 005* Introduction to Graphic Design
- (3) GPHD 010* Introduction to Digital Design
- (3) GPHD 020* History of Graphic Design
- (3) GPHD 25* Visual Basics (ART 020A)
- (3) GPHD 30* Visualization (GPHD 025, ART 020A)
- (3) INTD 020 Design
- (3) PHOT 040* Basic Techniques of Photography
- (3) ART 001A Art in the Western World: From Stone Age to End of Middle Ages
- (3) ART 001B Art in the Western World: From Renaissance to Present
- (3) ART 020A* Beginning Drawing

*These courses or their articulated equivalent must be taken before applying for the Graphic Design major.

B. Required Upper Division Courses (33 units)**

- (3) GPHD 120 Typography I - Theory (Acceptance into the major; Corequisite: GPHD 122, GPHD 125)
- (3) GPHD 122 User Interface Design (Acceptance into the major; Corequisite: GPHD 120, GPHD 125)
- (3) GPHD 125 Visual Principles I (Acceptance into the major; Corequisite: GPHD 120, GPHD 122)
- (3) GPHD 130 Typography II - Publication and Collateral Design (GPHD 120, GPHD 122, GPHD 125; Corequisite: GPHD 135)
- (3) GPHD 135 Design Production Management (GPHD 120, GPHD 122, GPHD 125; Corequisite: GPHD 130)
- (3) GPHD 140 Time-Based Graphic Design (GPHD 130, GPHD 135; Corequisite: GPHD 142, GPHD 145)
- (3) GPHD 142 Advanced Graphic Design I (GPHD 130, GPHD 135; Corequisite: GPHD 140, GPHD 145)
- (3) GPHD 145 Visual Image (GPHD 130, GPHD 135; Corequisite: GPHD 140, GPHD 142)
- (3) GPHD 150 Design Portfolio (GPHD 140, GPHD 142, GPHD 145; Corequisite: GPHD 152, GPHD 155)
- (3) GPHD 152 Advanced Graphic Design II (GPHD 140, GPHD 142, GPHD 145; Corequisite: GPHD 150, GPHD 155)
- (3) GPHD 155 Corporate Identity and System Design (GPHD 140, GPHD 142, GPHD 145; Corequisite: GPHD 150, GPHD 152)

**A juried portfolio is required for admission to upper division courses.

C. Required Electives (6 units)

- (6) Select 6 units from the following with advisor approval:
 - GPHD 195 Fieldwork in Graphic Design (Upper division status; GPA of 2.5 or above; GPHD 130, GPHD 135; instructor permission)
 - GPHD 199 Special Problems
 - INTD 025 Design Fundamentals
 - INTD 124C European Design
 - PHOT 011 Digital Imaging
 - PHOT 111 Intermediate Digital Imaging (PHOT 011)

- PHOT 143A Intermediate Photography, Color (PHOT 040)
- PHOT 148 Artificial Light Photography (PHOT 141, PHOT 138, or PHOT 143A)
- ART 020B Intermediate Drawing (ART 020A or equivalent)
- ART 109 Modern Art (ART 001B, upper-division standing or equivalent with instructor permission)
- ART 110 American Art (ART 001B or equivalent)
- ART 120 Advanced Drawing (ART 020B or equivalent)
- ART 128 Art and the Artist in the Marketplace
- ART 141 Advanced Silkscreen (ART 040E or equivalent)
- ART 160 Photography in the Arts (one semester of basic photography or instructor permission)
- ART 162 Alternative Photographic Processes (PHOT 040 or other basic photography)
- ART 197 Intermediate Electronic Art (ART 097 or equivalent)
- ART 198 Advanced Electronic Art (ART 197 or equivalent experience)

D. Required General Education Areas C2 and C4 (6 units)

- (6) Select two from the following:

Area C2

- ART 003 Art in the Asian World
- ART 005 Native American Art
- ART 007 Introduction to Art and Visual Culture

Area C4

- ART 021 Painting (ART 020A or equivalent)
- ART 024 Watercolor (ART 020A or equivalent)
- ART 074 Beginning Jewelry
- ART 075 Beginning Metalsmithing
- ART 086 Clay Sculpture

E. Required General Education (3 units)

Select one from the following:

Area A3

- ENVS 011 Environmental Issues and Critical Thinking
- JOUR 050 Mass Media and Critical Thinking
- SOC 008 Sense and Nonsense in Social Issues and Research

Area D

- ANTH 002 Introduction to Cultural Anthropology

Lower Division Courses

GPHD 005. Introduction to Graphic Design Introduction to the field of Graphic Design. Subjects include career possibilities, current trends, issues and practices in the industry. The basic theory, techniques and practices involved in solving a visual communication problem will also be introduced. 3 units.

GPHD 010. Introduction to Digital Design Survey course designed to familiarize students with basic understanding of the digital hardware, software, and vocabulary utilized by visual artists from a variety of disciplines. Creative and efficient application of digital tools and techniques. Students will utilize a variety of applications which may include: page layout, illustration, digital image processing and rendering software. 3 hours of lecture. 3 units

GPHD 020. History of Graphic Design. Overview of the history of graphic design. Emphasis on symbol, type, and image development, from early pictographs to modern communication design. 3 units.

GPHD 025. Visual Basics. Provides a basic understanding of how visual structures are created and interpreted. Students study the main components of visual structures, become familiar with basic laws of color, and learn the basics of the gestalt principles of visual organization. **Prerequisite:** ART 020A. 3 units

GPHD 030. Visualization. Introduction to the tools, materials, methodologies and hands-on processes of graphic design. The skill of rapid prototyping, through the processes of idea development, thumb nailing, sketching, and mockup, will be covered. Basic concepts in graphic message making will be introduced. A special emphasis will be placed on craftsmanship in this course. **Prerequisite:** GPHD 025, ART 020A. 3 units.

Upper Division Courses

GPHD 120. Typography I - Theory Explores the history and perceptual development of type and its application to design principles. Language and technology will be reviewed. Problems will demonstrate theoretical concepts and their application.

Prerequisite: ART 020A, GPHD 005, GPHD 020, GPHD 010, GPHD 025, PHOT 040, and acceptance into the major.

Corequisite: GPHD 122, GPHD 125. 3 units.

GPHD 122. User Interface Design The emphasis is on design of a user-centered experience in web space. Enables the students to understand the characteristics of technology and select appropriate forms and functions to create specific experiences of users.

Prerequisite: ART 020A, GPHD 005, GPHD 020, GPHD 010, GPHD 025, PHOT 040, and acceptance into the major.

Corequisite: GPHD 120, GPHD 125. 3 units.

GPHD 125. Visual Principles II Introduction to the language and perception of design. Elements of art and their relationship to the applied art of type, visual organization, and message. Design for advertising, marketing, and business. Ideation, creative thinking methods, thumbnails, storyboarding and presentational techniques. Computer integration with a variety of applications and techniques. **Prerequisite:** ART 020A, GPHD 005, GPHD 020, GPHD 010, GPHD 025, PHOT 040, and acceptance into the major. **Corequisite:** GPHD 120, GPHD 122. 3 units.

GPHD 130. Typography II Advanced typography and its relationship with message. Application of typographic principles to a diverse series of graphic design problems utilizing type and image. Computer integration with a variety of applications and techniques. **Prerequisite:** GPHD 120, GPHD 122, GPHD 125. **Corequisite:** GPHD 135. 3 units.

GPHD 135. Design Production and Management Advanced class in graphic design digital production techniques. Orchestration of image editing, vector, and compositing software will be covered, with an emphasis in speed. Students will learn how to efficiently prepare their graphic files for printer output, pre-press and the web. Processes involved in the aforementioned output types, as well as vendor management, will be covered. **Prerequisite:** GPHD 120, GPHD 122, GPHD 125. **Corequisite:** GPHD 130. 3 units.

GPHD 140. Time-Based Graphic Design Emphasis on the development of conceptual themes, formal exploration, and user-centered interaction in time-based multimedia design. Enables the students to create vital experiences using text, sound, image, motion, and interactivity. **Prerequisite:** GPHD 130, GPHD 135. **Corequisite:** GPHD 142, GPHD 145. 3 units.

GPHD 142. Advanced Graphic Design I Builds on established research, process and project management techniques and provides students with the opportunity to focus on a practical of investigation in design. Theoretical, professional and historical issues facing the design profession will be reviewed. Development of both visual and written research material will culminate in an oral presentation and then be applied to an appropriate project. **Prerequisite:** GPHD 130, GPHD 135. **Corequisite:** GPHD 140, GPHD 145. 3 units.

GPHD 145. Visual Image. Advanced exploration of visual study. Students will learn to orchestrate a diverse yet unified visual campaign for a particular client. Image making will be stressed in

this course as students experiment with techniques and media including but not limited to photography and illustration. GPHD 130, GPHD 135. **Corequisite:** GPHD 140, GPHD 142. 3 units.

GPHD 150. Graphic Design Digital Portfolio Introduction to the concepts and tools used in a digital portfolio production for entry into the practice of design or the advanced study. Exploration and development of the graphic design portfolio and resume in digital and print form. Discussions will cover such topics as networking, interview tips, employment issues, and presentation skills. **Prerequisite:** GPHD 140, GPHD 142, GPHD 145. **Corequisite:** GPHD 152, GPHD 155. 3 units.

GPHD 152. Advanced Graphic Design II Advanced course in graphic design that requires students to provide solutions to real world design problems. Helps refine the students individual design process and advance their understanding of professional practice. Professional, business and ethical issues facing the design profession will be reviewed. Development of both visual and written material will be required in a group environment as well as oral and visual presentations of this material. **Prerequisite:** GPHD 140, GPHD 142, GPHD 145. **Corequisite:** GPHD 150, GPHD 155. 3 units.

GPHD 155. Corporate Identity and System Design Applied design and typography. Combines the study of symbol, function and implementation. Investigates design problems from their origin, defining the problem through exploration of various creative solutions, to final design of a symbol applied to various corporate and business collateral. **Prerequisite:** GPHD 140, GPHD 142, GPHD 145. **Corequisite:** GPHD 150, GPHD 152. 3 units.

GPHD 195. Fieldwork in Graphic Design Directed observation and supervised work experience in an approved business, government, or service agency. Internships are offered to increase student understanding of the nature and scope of agency operations and giving students orientation in occupational specialties. Supervision is provided by authorized persons in the cooperating agencies and collaborative supervision is provided by the Graphic Design faculty. Minimum of three hours per week per unit of credit is required. Each student maintains a record of activities and assignments and prepares periodic reports. **Note:** Students must make arrangements with a faculty member for a work program prior to admittance. No more than 6 units of GPHD 195 may be counted toward the major. **Prerequisite:** Upper division status; GPA of 2.5 or above; GPHD 130, GPHD 135; instructor permission. Graded Credit/No Credit. 3 units.

GPHD 199. Special Problems. Individual projects or directed projects open to students who wish to attempt independent work. **Note:** Faculty approval is required. No more than 6 units of GPHD 199 may be counted toward a Graphic Design degree. 1-3 units.