# Graphic Design

*College of Arts and Letters*

**Bachelor of Science**

## PROGRAM DESCRIPTION

The curriculum in the Graphic Design program at California State University, Sacramento has been developed to prepare students for professional practice and/or preparation for admission to graduate level study.

The Graphic Design program is part of the Department of Design which houses majors Interior Design and Photography. This combination provides a unique collection of disciplines and broadens the student's exposure to professions they will potentially be working with in the future.

The course of study is a layered exploration that starts with fundamental principles of visual communication paired with an intensive introduction to the creative process. Each successive layer builds in complexity to encompass technical, conceptual and research challenges that culminates with a series of classes devoted to professional practice. Historical perspective and ethical concerns are addressed throughout the curriculum. The programs goal is to provide the community with a comprehensive visual problem solver that has a strong aesthetic ability coupled with a clear understanding of the strategic and conceptual challenges facing them in practice.

## 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, Myung Park, Richard Pratt

## Contact Information

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### Special Features

All of the faculty in the Graphic Design program have diverse and extensive expertise in the field and continue to work in the profession. Exhibitions and lectures by nationally recognized designers, field trips and guest instruction add further exposure to professional practice and methodology. Students have been recognized in national competitions, as well as community and campus exhibitions.

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. Service learning is also a strong component of hands-on opportunities available through the program.

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 meet regularly 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.

Being 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:

- 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).

Before submitting applications and portfolio, students must complete with a grade of "C" or better: GPHD 5, GPHD 25, ART 20A, PHOT 40.

Students must be enrolled in GPHD 20 and GPHD 30 during the semester the portfolio is submitted if these courses have not yet been completed.

**Before being admitted into the upper division, the student must complete: GPHD 5, GPHD 10, GPHD 20, GPHD 25, GPHD 30, ART 20A, PHOT 40.**

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.

Students that have been accepted to the Graphic Design program, within the Department of Design are required to own a laptop computer and the appropriate software for upper division courses. Upon beginning upper division course work this requirement must be met. Before purchasing please consult your major advisor or the Department office for specific minimum requirements for the laptop computer and software.

## 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) | ART 1A | Art in the Western World: From Stone Age to End of Middle Ages |
| (3) | ART 1B | Art in the Western World: From Renaissance to Present |
| (3) | ART 20A* | Beginning Drawing |
| (3) | GPHD 5* | Introduction to Graphic Design |
| (3) | GPHD 10* | Introduction to Digital Design |
| (3) | GPHD 20* | History of Graphic Design |
| (3) | GPHD 25* | Visual Basics (ART 20A or Pre-Interior Design Major) |
| (3) | GPHD 30* | Visualization (GPHD 25, ART 20A) |
| (3) | INTD 20 | Design |
| (3) | PHOT 40* | Basic Techniques of Photography |

*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 (Either GPHD 5 or GPHD 20, ART 20A, PHOT 40, GPHD 10, GPHD 25, GPHD 30, and acceptance into the major; Corequisite: GPHD 122, GPHD 125) |
| (3) | GPHD 122 | Design Production and Management (Either GPHD 5 or GPHD 20, in addition to ART 20A, PHOT 40, GPHD 10, GPHD 20, GPHD 25, GPHD 30, and acceptance into the major; Corequisite: GPHD 120, GPHD 125) |
| (3) | GPHD 125 | Visual Principles I (Either GPHD 5 or GPHD 20, in addition to ART 20A, PHOT 40, GPHD 10, GPHD 20, GPHD 25, GPHD 30, and 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 | User Interface Design (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 | Graphic Design Digital 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: | |
| | ART 20B | Intermediate Drawing (ART 20A or equivalent) |
| | ART 109 | Modern Art (ART 1B, upper-division standing or equivalent with instructor permission) |
| | ART 110 | American Art (ART 1B or equivalent) |
| | ART 120 | Advanced Drawing (ART 20B or equivalent) |
| | ART 128 | Art and the Artist in the Marketplace |
| | ART 141 | Advanced Silkscreen (ART 40E or equivalent) |
| | ART 160 | Photography Arts (PHOT 40 or equivalent) |
| | ART 162 | Alternative Photographic Processes (PHOT 40 or equivalent) |
| | ART 197 | Intermediate Electronic Art (ART 97 or equivalent) |
| | ART 198 | Advanced Electronic Art (ART 197 or equivalent experience) |

| 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 25 | Design Fundamentals |
| PHOT 11 | Digital Imaging |
| PHOT 111 | Intermediate Digital Imaging (PHOT 11 or equivalent or instructor permission) |
| PHOT 143A | Intermediate Photography, Color (PHOT 40) |
| PHOT 148 | Artificial Light Photography (PHOT 138, PHOT 141, or PHOT 143A) |

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

(6) Select two from the following:

Area C2

| ART 3A | Traditional Asian Art |
| ART 5 | Native American Art |
| ART 7 | Introduction to Art and Visual Culture |

Area C4

| ART 22 | Beginning Painting (ART 20A or equivalent) |
| ART 24 | Beginning Watercolor (ART 20A or equivalent) |
| ART 74 | Beginning Jewelry |
| ART 75 | Beginning Metalsmithing |
| ART 86 | Clay Sculpture |

**E. Recommended General Education (3 units)**

Select one from the following:

Area A3

| ENVS 11 | Environmental Issues and Critical Thinking |
| JOUR 50 | Mass Media and Critical Thinking |
| SOC 8 | Sense and Nonsense in Social Issues and Research |

Area D

| ANTH 2 | Introduction to Cultural Anthropology |

## Lower Division Courses

**GPHD 5. 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. **Units:** 3.0.

**GPHD 10. Introduction to Digital Design.** Designed to familiarize students with basic understanding of the digital hardware, software, and vocabulary utilized by visual artists from a variety of disciplines. Discussions and activities will cover both creative and efficient application of digital tools and techniques. Students will complete assignments utilizing a variety of applications which may include page layout, illustration, digital image processing, and 3-D rendering software. **Units:** 3.0.

**GPHD 20. 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. **Units:** 3.0.

**GPHD 25. 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 20A or Pre-Interior Design Major. **Units:** 3.0.

**GPHD 30. 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 25, ART 20A. **Units:** 3.0.

## 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:** Either GPHD 5 or GPHD 20, ART 20A, PHOT 40, GPHD 10, GPHD 25, GPHD 30, and acceptance into the major. **Corequisite:** GPHD 122, GPHD 125. **Units:** 3.0.

**GPHD 122. Design Production and Management.** Introduction to graphic design digital production techniques. Orchestration of image editing, vector and compositing software will be covered with an emphasis in accuracy and efficiency. Students will learn how to properly prepare their final files to send to a print vendor. Vendor and project management will be covered. **Prerequisite:** Either GPHD 5 or GPHD 20, in addition to ART 20A, PHOT 40, GPHD 10, GPHD 20, GPHD 25, GPHD 30, and acceptance into the major. **Corequisite:** GPHD 120, GPHD 125. **Units:** 3.0.

**GPHD 125. Visual Principles I.** 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:** Either GPHD 5 or GPHD 20, in addition to ART 20A, PHOT 40, GPHD 10, GPHD 20, GPHD 25, GPHD 30, and acceptance into the major. **Corequisite:** GPHD 120, GPHD 122. **Units:** 3.0.

**GPHD 130. Typography II - Publication and Collateral Design.** 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. **Units:** 3.0.

**GPHD 135. User Interface Design.** Emphasis is on design of a user-centered experience in an interactive environment. Enables the students to understand the characteristics of relevant technology and select appropriate forms and functions to create specific experience for users. **Prerequisite:** GPHD 120, GPHD 122, GPHD 125. **Corequisite:** GPHD 130. **Units:** 3.0.

**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. **Units:** 3.0.

**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 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. **Units:** 3.0.

**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. **Prerequisite:** GPHD 130, GPHD 135. **Corequisite:** GPHD 140, GPHD 142. **Units:** 3.0.

**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. **Units:** 3.0.

**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. **Units:** 3.0.

**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. **Units:** 3.0.

**GPHD 184A. Multimedia Project Planning and Management.** Traces the professional development of a digital media project from concept to completion. Students learn to manage time, money, personnel, software, and hardware to achieve communication objectives. Students work as part of a team to design a strategic plan, write a proposal, prepare a budget, negotiate a contract, and design a project. **Prerequisite:** COMS 117 or COMS 149A and instructor permission. **Units:** 3.0.

**GPHD 184B. Multimedia Project Completion.** Second of a two-semester senior project sequence. Students complete the project designed in Communication Studies/Graphic Design 184A. Projects are completed with assistance and feedback from instructor, client, and working professionals. **Prerequisite:** COMS 184A or GPHD 184A and instructor permission. **Units:** 3.0.

**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. **Units:** 3.0.

**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. **Graded:** Graded (CR/NC Available). **Units:** 1.0-3.0.