B.F.A. in Graphic Design

"Graphic design is complex combinations of words and pictures, numbers and charts, photographs and illustrations that, in order to succeed, demands the clear thinking of a particularly thoughtful individual who can orchestrate these elements so they all add up to something distinctive, or useful, or playful, or surprising, or subversive or somehow memorable."

–Jessica Helfand

The Bachelor of Fine Arts (BFA) in Graphic Design is rigorous and challenging. The program emphasizes conceptual design methods, appropriate aesthetics, history, writing development, verbal articulation, and training in technology that prepare the student to enter the graphic design profession. Students have opportunities to explore all aspects of graphic design, such as packaging, illustration, information design, advertising design, web design, multimedia design, and book design. The progress of each student is reviewed at the end of the sophomore and junior year by the graphic design faculty evaluation of student portfolios in the Guggenheim Gallery. Seniors complete a semester-long internship in the graphic design profession, as well as participate in a required portfolio review jointly sponsored by the Orange County Chapter of the AIGA (American Institute of Graphic Arts) and Chapman's graphic design program. Courses include numerous visiting lecturers and professionals, field trips, gallery shows and real-world client projects.

The graphic design program has two 24-station Macintosh computer labs equipped with scanners, color printers, and plotters. With generous access to both the labs and the other studio spaces in the department, the student's creative life can continue 24 hours a day. The lab software is updated quarterly and computers are replaced every three years.

The graphic design faculty are working professionals as well as experienced design professors. Students meet one-on-one with their professors for advising, and mentoring and for committee meetings.

Please feel free to contact:

Dr. Wendy Salmond, Co-Chair
salmond@chapman.edu

Associate Professor Claudine Jaenichen, Co-Chair
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Associate Professor Eric Chimenti
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Assistant Professor Andrew Shalat
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If you do not have a Graphic Design faculty advisor, please contact the Department of Art office at 714-997-6729.

Bachelor of Fine Arts
GRAPHIC DESIGN

Tracking Sheet

B.F.A. in Graphic Design
2020–2021

FIRST YEAR			
FALL SEMESTER	**INTERTERM**	**SPRING SEMESTER**	**SUMMER**
GD 102 Research Methods for Designers (offered only in the Fall) GD 103 Visualization (offered only in the Fall) Art 195 Art & Text (offered only in the Fall)	General Education	GD 100 Book Arts and Lettering (offered only in the Spring) Art 122 Objects & Space (offered both Semesters)	

SOPHOMORE			
FALL SEMESTER	**INTERTERM**	**SPRING SEMESTER**	**SUMMER**
GD 200 Intro. Graphic Design* (offered only in the Fall) GD 201 Typography* (offered only in the Fall) GD 202 Web and Interaction Design (offered only in the Fall) *Students must receive a grade of B or higher before they can enroll without permission in subsequent GD classes.*	General Education GD 305 Portfolio Workshop Travel course (suggested)	GD 203 Color (offered only in the Spring) GD 300 Graphic Design (offered only in the Spring) *(with interactive comp)* GD 304 History of GD (offered only in the Spring) *Sophomore Portfolio Assessment*	GD 308 London Travel Course on Sustainable Design (suggested)
	GD 290 Internship (suggested)		

JUNIOR			
FALL SEMESTER	**INTERTERM**	**SPRING SEMESTER**	**SUMMER**
GD 302 Branding and Ad Design (offered only in the Fall) GD 301 Book Design (offered only in the Fall) *(with interactive comp)* GD 307 Advanced Typography (offered only in the Fall) Art History Requirement *(choose one)*	GD 305 or GD 405 Portfolio Workshop	GD 204 Objects & Space II *(elective)* (offered only in the Spring) GD 306 4D Design (offered only in the Spring) GD 402 Adv. Interaction & Web Design (offered only in the Spring) GD 406 Motion Design (offered only in the Spring) *Junior OC Portfolio Assessment*	
	GD 390 Internship (suggested)		

SENIOR			
FALL SEMESTER	**INTERTERM**	**SPRING SEMESTER**	**SUMMER**
GD 400 Adv. Graphic Design (offered only in the Fall) Art History Requirement *(choose one)* GD 401 Graphic Design Business Practices/ Pre Internship (offered only in the Fall)	GD 405 Portfolio Workshop	GD 303 Information Design (offered only in the Spring) GD 408 Graphic Design Portfolio (offered only in the Spring) Senior OC Portfolio Assessment OC Portfolio Mixer	*Travel course*
	GD 490 Independent Internship (required)		

❗ Not all courses are offered every semester. Meet with a Graphic Design Advisor as soon as possible.

❗ Students interested in a full semester study abroad program, should meet with an advisor at the start of freshman year to plan out academic requirements.

Bachelor of Fine Arts in Graphic Design
2020-2021

The BFA in Graphic Design is for students wishing to pursue graphic design in the larger context of professional applications and practices. Rigorous sequence of design studio classes is combined with courses that explore the history and theory of the discipline as well as the necessary techniques and software relevant to the field. The BFA prepares students for professional employment in the various fields of Graphic Design.

Program Opportunities

OC Portfolio Review   *Commpost newsletter*   *Student-organized department exhibitions*
Graphic Design Internship   *VTLS lecture series*

Required Courses
(66 credits)

GD	100	Book Arts and Lettering
GD	102	Research Methods for Designers
GD	103	Visualization
ART	122	Objects & Space
ART	195 ■	Art & Text (offered only in Fall)
GD	200*	Introduction to Graphic Design
GD	201*	Typography
GD	202	Web and Interaction Design
GD	203	Color
GD	300**	Graphic Design
GD	301	Book Design
GD	302	Branding & Ad Design
GD	303	Information Design
GD	304 ■ ■	History of Graphic Design
GD	306**	4D Design
GD	307	Advanced Typography
GD	400	Advanced Graphic Design
GD	401	Graphic Design Business Practices
GD	402	Advanced Interaction and Web Design
GD	406	Motion Design
GD	408	Graphic Design Portfolio
GD	490	Independent Internship

Two Art History Courses   *(6 credits)*
Two Elective Courses *from the following*
(6 credits)

ART	115 ■	Foundation Course in Ceramics
ART	120 ■	Photographic Imaging
ART	123	Painting & Mark Making
ART	211 ■	Introduction to Life Drawing
GD	204	Objects & Space II
GD	290	Internship
GD	305	Portfolio Workshop (1 credit course)
GD	308	Sustainable Design (London travel course)
GD	309	Illustration
GD	390	Internship
GD	405	Portfolio Workshop (may be repeated for credit)
GD	407	Studio C (instructor approval only)

Total   **(78 CREDITS)**

*Students must receive a grade of "B" or higher in GD 200 and 201 before they can enroll in subsequent graphic design courses.

**GD 300 and 306 are open only to Art majors; courses are taken in conjunction with required Portfolio Proficiency Assessment

ONLY 9 CREDITS
(THREE CLASSES)
MAY DOUBLE COUNT

■ double counts for AI credit   ■ double counts for GC credit
■ double counts for SI credit   ■ double counts for CC credit
■ double counts for VI credit

⚠ Disclaimer: Exceptions to substitute required courses for the GD Major or Minor are only approved under exceptional circumstances, which does not include scheduling conflicts. A request to substitute any Graphic Design course must be submitted to the GD Advising Committee, compromised of full-time GD Faculty, prior to the semester the substitution is being requested. Please provide the request in writing to the full-time GD faculty for review.

⚠ All transfers students accepted in the BFA Graphic Design Program as a major must complete 3 years at Chapman (no exceptions). A maximum of 4 courses can be substituted from other institutions into the Graphic Design curriculum.

CHAPMAN UNIVERSITY

General Education Program
Inter/Multidisciplinary Cluster

Students complete a total of 12 units in a course cluster outside their designated degree program or major. Students who complete a second major or a minor fulfill this part of the GE program.

The Inter/Multidisciplinary Cluster provides students an opportunity to explore an area of interest from an inter/multidisciplinary focus: four related courses outside the student's designated degree program or major. At least two courses in the cluster must be upper division.

Arts and Humanities
Religion and the Arts
Comparative World Religions
Ethics
Medieval Culture
Theatre Arts for Cinematography
Production Design
Digital Arts

Social and Cultural Studies
Cross Cultural Studies
Race and Ethnicity
The Holocaust and Comparative Genocide
Leadership
Social Service
Elementary Education

Science, Mathematics, and Technology
Physics
Game Development
Computing Sciences
Mathematics
Information Systems

Area Studies
Latin American Studies
African Studies
Africa and the Middle East
The Holocaust in European History
Asian Studies
Gay/Lesbian/Bisexual Studies

Historical Studies
History and Media
American History
European History
History of the World
War and Society

Language and Communication
Japanese Studies
Germanic Studies
The Spanish Speaking World
The Practice of Language
Spanish Language and Linguistics

Health, Nutrition, and the Body
Science for Life
Sports Medicine
Health and Wellness
Physical Education and Coaching

Suggested Minors

Computer Science prepares students for careers in software engineering, game development, integrated circuit design, embedded systems and web-based software development. Most computer science courses include a significant design project that provides an opportunity to apply the core principles of the class. Students work on practical problems with the goal to become productive in the workplace, day one.

Entrepreneurship Do you see yourself as an innovator, leader, and value creator? Are you interested in starting your own business or working with exciting start-up companies? This minor seeks to accomplish this through academic courses blending the best of business theory with exposure to the best of business practice. As globalization and technological advancement lead to increasing complexity in business affairs, the Argyros School of Business and Economics strives to meet the educational needs of the next generation of business leaders.

Game Development and Programming will prepare students to compete for positions in the rapidly growing areas of interactive media and game development. In addition to the games created for entertainment and educational purposes, there is an emerging genre of serious games designed to help make decisions in public policy, corporate management and health care. Our students will have the skills necessary to contribute to these emerging fields.

Leadership Studies aspires to exemplify the institution's commitment to "Building Character; Transforming Lives." Participants' leadership capacities are expanded by blending classroom learning and theory with experiential exercises, simulations, self-assessments, case studies, field trips and retreats. It is particularly appropriate for students motivated to make a positive difference in the world through their lives and work, students who share a desire to learn … to lead … to serve.

Public Relations/Advertising will prepare you to put your creativity to work in business, non-profits, the arts or education. Storytellers today must use the media effectively to succeed. Our complete curriculum covers all aspects of planning, creating, and executing effective communications campaigns. And, our students have the added advantage of learning to become highly effective creators of the most powerful media of our time—for film, television, and the Internet.

Psychology provides a comprehensive understanding of human thinking and behavior using critical reasoning and clinical experience to identify and evaluate present theoretical and empirical models of behavior and to promote the development of new models.

Sociology provides the undergraduate foundation for pursuit of careers in social work, urban planning, public health, gerontology, medicine, law, criminal justice, and other fields in which knowledge of social institutions, social interaction, and the range of research techniques for studying social phenomena are needed.

If you have any questions or if you feel you need help deciding which direction to take with Inter/Multidisciplinary studies, feel free to contact your academic advisor.

This tracking sheet, and previous years' editions, can be found at www.chapman.edu/art.

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