“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.

For more information please feel free to contact:

Professor Eric Chimenti, Associate Dean
chimenti@chapman.edu

Professor Claudine Jaenichen
jaeniche@chapman.edu

Professor Andrew Shalat
shalat@chapman.edu

Dr. Justin Walsh, Chair
jstpwalsh@chapman.edu

The Department of Art office at 714-997-6729
If you do not have an advisor in your program, please contact the art office.
# Tracking Sheet

## BFA Graphic Design 2017-2018

<table>
<thead>
<tr>
<th>FALL SEMESTER</th>
<th>INTERTERM</th>
<th>SPRING SEMESTER</th>
<th>SUMMER</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FRESHMEN</strong></td>
<td></td>
<td></td>
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<tr>
<td>GD 102 Research Methods for Designers</td>
<td>General Education</td>
<td>GD 100 Book Arts and Lettering</td>
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<tr>
<td>GD 103 Visualization</td>
<td></td>
<td>GD 101 Objects &amp; Space</td>
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<tr>
<td>Art 195 Art &amp; Text</td>
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<tr>
<td><strong>SOPHOMORE</strong></td>
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<tr>
<td>GD 200 Intro. Graphic Design*</td>
<td>General Education</td>
<td>GD 203 Color</td>
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<tr>
<td>GD 201 Typography*</td>
<td>GD 305</td>
<td>GD 204 Objects and Space II</td>
<td>GD 308 Sustainable Design (sugg.)</td>
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<tr>
<td>GD 202 Web Design</td>
<td>Portfolio Workshop</td>
<td>GD 300 Graphic Design (with web comp)</td>
<td>London travel course</td>
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<tr>
<td>*Students must receive a grade of B or higher before they can enroll without permission in subsequent GD classes.</td>
<td></td>
<td>Sophomore Portfolio Assessment</td>
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<tr>
<td><strong>JUNIOR</strong></td>
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<tr>
<td>GD 302 Branding and Ad Design</td>
<td>GD 305 or GD 405</td>
<td>GD 303 Information Design</td>
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<tr>
<td>GD 301 Book Design (with web comp)</td>
<td>Portfolio Workshop</td>
<td>GD 304 History of GD</td>
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<tr>
<td>GD 307 Advanced Typography</td>
<td>Travel course</td>
<td>GD 306 4D Design</td>
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<tr>
<td>Art History Requirement (choose one)</td>
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<td>GD 402 Advanced Web Design</td>
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<tr>
<td><strong>SENIOR</strong></td>
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<tr>
<td>GD 400 Adv. Graphic Design</td>
<td>GD 405</td>
<td>GD 406 Motion Design</td>
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<tr>
<td>Art History Requirement (choose one)</td>
<td>Portfolio Workshop</td>
<td>GD 408 Graphic Design Portfolio</td>
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<tr>
<td>GD 401 Graphic Design Business Practices/Pre Internship</td>
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<td>Senior AIGA Portfolio Assessment</td>
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<td>AIGA Portfolio Mixer</td>
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<td>Travel course</td>
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<td>GD 490 Independent Internship (required)</td>
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</tbody>
</table>

⚠️ **Not all courses are offered every semester. Meet with an 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.**
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
AIGA Portfolio Review
Graphic Design Club
Graphic Design Internship
CommPost newsletter
VTLS lecture series
Student-organized department exhibitions

Required Courses (66 credits)
GD 100 Book Arts
GD 102 Research Methods for Designers
GD 103 Visualization
ART 122 Objects & Space
ART 195 Art & Text
GD 200* Introduction to Graphic Design
GD 201* Typography
GD 202 Web Design
GD 203 Color
GD 204 Objects & Space II
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 408 Graphic Design Portfolio
GD 490 Independent Internship

Two Art History Courses (6 credits)
ART 115 Foundation Course in Ceramics
ART 120 Photographic Imaging
ART 123 Painting & Mark Making
ART 211 Introduction to Life Drawing
GD 290 Internship
GD 303 Sustainable Design (London travel course)
GD 305 Portfolio Workshop (1 credit course)
ART 336 Illustration
GD 390 Internship
GD 405 Portfolio Workshop (may be repeated for credit)
GD 406 Motion Design
GD 407 Studio C (Instructor Approval Only)

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 290 Internship
GD 303 Sustainable Design (London travel course)
GD 305 Portfolio Workshop (1 credit course)
ART 336 Illustration
GD 390 Internship
GD 405 Portfolio Workshop (may be repeated for credit)
GD 406 Motion Design
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 SI credit
- double counts for VI credit
- double counts for GC credit
- double counts for CC 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, comprised 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 DEPARTMENT OF ART
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.

**Image Text Interface Minor** is designed to allow students to work across disciplines between creative writing and graphic design to explore the relationships among image, text, and medium in creating meaning.

**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.