ART+DESIGN PLNU

PLNU | School of Humanities, Arts, & Public Engagement

Curriculum Map--Graphic Design, B. A.

Graphic Design, B.A.		PLO 1	PL0 2	PLO 3	PLO 4	PLO 5
		Use current graphic design tools and technologies to create, produce, and distribute visual messages.	Identify historically important design styles, movements, artists, and designers.	Write and speak intelligently about their design strategies, problem solving, aesthetic choices, and contemporary design trends.	Produce an entry-level professional-quality portfolio of graphic design work to help secure employment in a design-related career or pursue graduate studies.	Articulate their own philosophy regarding mass media and its relationship to graphic design.
Lower-Division Requirements						
ART 1003	Two-Dimensional Design	I	I	I		
ART 1004	Three-Dimensional Design: Composition and Space	I	I	I		

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ART 1015	Drawing I	I	I	I		
ART 2000	History of Art I (GE)		I	I		
ART 2001	History of Art II (GE)		I	I		
ART 2002	Introduction to Computer Graphics	I	I	I		
ART 2003	Graphic Design I: Visual Symbolism	D	I	D		
ART 2006	Drawing 2: Advanced Practices	D	D	D		
ART 2010	Painting: Color and Technique	D	D	D		

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ART 2022	Sculpture: Materials and Fabrication	D	I	D		
ART 2023	Printmaking I	D	I	D		
ART 2026	Photography: Digital	D	I	D		
MKT 2032	Principles of Marketing			I		
Upper-Division Requirements						
ART 3003	Graphic Design II: Typography	D	D	D	I	I
ART 3004	Modern Art History		D	D		

ART 3005	Contemporary Art History		D	D		
ART 3010	Painting II	D	D	D		
ART 3015	Introduction to Interactive Web Design	D	D	D		
ART 3021	Photography: Alternative Processes	D	D	D		
ART 3022	Sculpture II: Objects and Installation	D	D	D		
ART 3023	Printmaking II	D	D	D		

ART 3026	Photography II: Contemporary Images	D	D	D		
ART 3030	Illustration I	D	D	D		
ART 3031	Illustration II	D	D	D		
ART 3033	Graphic Design III: Branding and Identity Programs	D	D	D	D	D
ART 3035	Design History: Industrial Revolution to Contemporary Design		M	D		
ART 3050	Color Theory	D	D	D		

ART 4050	Interactive Web Design	D	D	D		
ART 4068	Graphic Design Portfolio Preparation	M		M	M	M
ART 4070	Internship (1 unit required)	M		M		M
ART 4071	Graphic Design Portfolio Review	M		M	M	M
MKT 3033	Consumer and Organizational Buying Behavior			D		
MKT 3036	Integrated Marketing and Sales Communication			D		

MKT 3050	Digital Marketing Essentials			**D**		
MGT 3082	Applied Entrepreneurship			**D**		

I, D, M = Introduce, Develop, Mastery