

## B.A. in Graphic Design

The profession of the graphic designer consists of projects that involve graphic design and visual identity: complete visual projects that include symbols, logos, trademarks, visual-identity systems, equipment and orientation, packaging, signage, and general information. Prominent in this group is the publishing industry, with publications, books, catalogs, magazines, booklets, posters, folders, and printed matter of every kind, as well as the television and motion picture media. From the esthetic-cognitive and social point of view, the task of design is understood to mean a way of capturing reality, confronting problems in their entirety, of translating reality into a system of objects with their technical, ethical, and aesthetic aspects.

For all of these reasons, graphic design has achieved the status of a full-fledged and respectable profession and sits among the most successful of the new professions. There is every reason to believe that this boom will continue, in harmony with the expansion and progress of the technologies of graphic and audiovisual communication.

The Graphic Design curriculum at JMVU has been structured to train designers to reach a high academic level, with optimum levels of quality. Unlike many educational centers, whose curricula place the emphasis almost exclusively on technical and practical matters, the curriculum of Jose Maria Vargas University has the special feature of combining theory with practice. We believe that the study of Art History, Theory of Form, Theory of Design and Styles, Theory of Color, and the like, which are indispensable in the field of theory, combined with the study of Graphic Design, other technical disciplines, research in the field, and the completion of workshop classes result in a program that leads to the formation of an excellent graphic designer.

### *Program Objectives*

1. To train professionals who possess a broad general knowledge that permits communication at the appropriate professional level, who have a clear and precise way of thinking, and who possess a realistic view of the world.
2. To provide future professionals with the competences, abilities, and skills that will prepare them for professional practice, in accordance with the evolution of ideas, laws, and techniques in the area of graphic design.
3. To help train the human resources needed in the area of graphic design.
4. To train professionals who possess a deep social, civic, and ethical consciousness, so that they will be able to behave as citizens who are aware of their rights and obligations in a modern, open, and democratic society.
5. To train professionals who have been initiated into research, are capable of innovation, and possess an enterprising spirit, so that they can, at their discretion, assume any of the occupational roles in the area of graphic design.

## *Graduation Requirements*

### **I. General Education Requirements (Lower Level Courses) (Semesters I-IV)**

- Successful completion of the University orientation program on first semester enrolled.

#### Area of Communication (requirement of all 4 courses for 12 CR)

- ENC 1000 Oral and Written Communications (English I) 3 Credits
- ENC 1101 Composition I (English II) 3 Credits
- ENC 1102 Composition II (English III) 3 Credits
- SPC 1053 Oral Expression (English IV) 3 Credits

#### Area of Mathematics (requirements of 2 courses for 6 CR)

- MAC 1105 College Mathematics I (Algebra and Geometry) 3 Credits
- MAC 1114 College Mathematics II (Geometry and Trigonometry) 3 Credits

#### Area of Social Sciences (requirement of any 2 courses for 6 CR)

- WOH 1001 World History 3 Credits
- ECO 2000 Economics 3 Credits
- SYD 302 U.S. Populations 3 Credits
- PCB 304 People and the Environment 3 Credits
- GEA 223 Geography of America and Eurasia 3 Credits

#### Area of The Natural Sciences (requirement of any 2 courses for 6 CR)

- BSC 1005 Biology 3 Credits
- CHM 1025 General Chemistry 3 Credits
- PCB 3703 Human Physiology 3 Credits
- PHY 248 General Physics 3 Credits
- MCB 2240 Etiology of Diseases 3 Credits



Area of Humanities and Art (requirement of 1 courses for 3 CR)

- ARH 2000 Art Appreciation 3 Credits

Area of Behavioral Sciences (requirement of 2 courses for 6 CR)

- PSY 2012 General Psychology 3 Credits
- SYG 2000 General Sociology 3 Credits

Area of Philosophy (requirement of all 3 courses for 9 CR)

- PHI 2030 Contemporary Philosophical Issues 3 Credits
- PHI 2103 Critical Thinking 3 Credits
- PHI 2600 Ethics 3 Credits

## **II. Professional Education Requirements (Upper Level Courses)**

**Semester V:** (requirement of 21 CR) Required:

- GRA 1100C Introduction to Design 3 Credits
- ARH 2172 History of Shapes 3 Credits
- ARH 2050 Art History I 3 Credits
- ARH 2006C Theory of Form I 3 Credits
- GRA 3193C Graphic Design I 3 Credits
- PGY 1401C Photography I 3 Credits

**Semester VI:** (requirement of 21 CR) Required:

- ARH 3724 History of Graphic Design 3 Credits
- ARH 2051 Art History II 3 Credits
- GRA 2107C Theory of Design 3 Credits
- ARH 2008C Theory of Form II 3 Credits
- GRA 3194C Graphic Design II 3 Credits
- FIL 320 Film and Television Production 3 Credits



**Semester VII:** (requirement of 15 CR) Required:

- GRA 4881C Semantics of Design 3 Credits
- GRA 4882C Analysis of Trends and Styles 3 Credits
- GRA 4198C Graphic Design III 3 Credits
- GRA 2203C Graphic Technology I 3 Credits

**Semester VIII:** (requirement of 15 CR) Required:

- GRA 421 Typography 3 Credits
- GRA 2508 Theory of Color 3 Credits
- GRA 4885C Graphic Design IV 3 Credits
- GRA 424 Graphic Technology II 3 Credits
- Successful completion of the university career services requirements.

**Electives** (choice of 4):

- GRA 4883C Design Analysis and Critique 3 Credits
- GRA 1171C Packaging Design 3 Credits
- MAR 427 Marketing for the Arts 3 Credits
- MAR 432 Advertising 3 Credits
- MAN 410 Professional Adm. and Org. in Graphic Design 3 Credits
- ARH 4470 Contemporary Art 3 Credits
- ART 1300C Drawing 3 Credits
- COM 333 Communications Technology for Art 3 Credits
- GRAC 3163C Animation 3 Credits
- GRA 2151C Illustration 3 Credits
- PGY 2404C Photography II 3 Credits