

Digital & Graphic Design (Bachelor of Fine Arts)

Students interested in a comprehensive program in digital and graphic design using elements from both degree tracks may apply for the BFA program.

A Bachelor of Fine Arts in Digital & Graphic Design requires 70 credits, including COMM 113, 214, 246 or COMR 372, 345 or 350, 470 and 496 (Senior Seminar); COEM 175, 232, and 253; COMD 355, 365, 425, 465; COPH 215; choice of COMF 353 or COMR 333. Four credits of workshops must also be taken, including 1 credit of COMB 348, COMF 368, 1 credit of COMD 358, and choice of 1 credit from COMR 363 or COMD 358. Three credits must be chosen from the communication listings at the 300 or 400 level with the permission of the advisor. Additionally, students must take the following courses from the Humanities Department: Art 106, 110, 218, 318, 416, and an art history course; 3 credits of ART, CPSC, or COMD elective coursework are also required.

Digital & Graphic Design BFA students must take COMM 205 and 211 as part of the general education requirements.

Students may apply for the BFA program by submitting a letter/email of intent with a work portfolio to the department faculty after completing 45+ credit hours and achieving at least a 3.0 GPA. Students should contact their advisor for further information on this process.

Program: Digital Arts/Graphic Design Communication

Type: Major

Required Courses

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Item #	Title	Credits
COMM 113	Introduction to Mass Communication	3
COMM 214	Introduction to Media Writing	3
COMR 372	Social Media Communication	3
COMM 345	Desktop Publishing Design	3
COMM 470	Capstone Project in Communication Studies	1
COMM 496	Senior Seminar	1
COEM 175	Introduction to Electronic Media	2
COEM 232	Video Production	3
COEM 253	Audio Production	3
COMD 355	Web Design and Development	3
COMD 365	Motion Graphics and Effects for Film and Television	3
COMD 425	2D and 3D Animation	3
COMD 465	Advanced Web Design and Development	3
COPH 215	Introduction to Photography	2-3
COMB 348	Television and Radio Workshop	1
COMF 368	Film Workshop	1
COMD 358	Multimedia Workshop	1
ART 106	Drawing I	3
ART 110	Fundamentals of Two-Dimensional Design	3
ART 218	Introduction to Graphic Design	3
ART 318	Intermediate Graphic Design	3
ART 416	Typography	3

Take 3 credits from the following:

Item #	Title	Credits
COMR 333	Advertising	3
COMF 353	Aesthetics and Techniques for Film and TV	3

Take 1 credit from the following:

Item #	Title	Credits
COMR 363	Advertising Workshop	1
COMD 358	Multimedia Workshop	1

Take 3 credits from the following:

Item #	Title	Credits
ART 102	Art History I	3
ART 103	Art History II	3

Electives

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Choose 5 credits of approved upper division Communication electives.

Choose 3 credits of approved upper division electives from COMD, ART, CPSC or COPH 319.

Total credits:

70
