

Bachelor of Fine Arts Degree in Graphic Design

RECOMMENDED PATHWAY

TOTAL OF 120 CREDITS to graduate with a 2.0 overall GPA.
A total of 30 credits must be completed at the 300-400 level.

Graphic Design and Studio Art courses (66 to 69 credits)

Additional credits in Graphic Design and Studio Art courses at the 300–400 level as needed to meet the requirement of at least 66, but not more than 69, credits in courses in the major.

Art History and Visual Culture (12 or 13 credits)

General Education Courses (8 or 9 credits)

University Requirements (34 credits)

1st yr		2nd yr		3rd yr		4th yr	
FALL SEMESTER 16 Credits Total	SPRING SEMESTER 15 Credits Total	FALL SEMESTER 16 Credits Total	SPRING SEMESTER 15 Credits Total	FALL SEMESTER 16–17 Credits Total	SPRING SEMESTER 14 Credits Total	FALL SEMESTER 15 Credits Total	SPRING SEMESTER 13–16 Credits Total
<p>STA 110 Drawing I 3 credits</p>	<p>STA 113 Color and Design 3 credits</p>	<p>GD 360 Graphic Design I: Graphic Form 3 credits</p>	<p>GD 460 Graphic Design II: Visual Communication 3 Credits</p>	<p>GD GRAPHIC DESIGN ELECTIVE #2 3 credits</p>	<p>GD GRAPHIC DESIGN ELECTIVE #3 3 credits</p>	<p>GD GRAPHIC DESIGN ELECTIVE #4 3 credits</p>	<p>GD 492 Senior Seminar and Professional Practice 2 credits</p>
<p>STA 112 Art and Design: Concepts and Practices 3 credits</p>	<p>STA 114 Three- Dimensional Form 3 credits</p>	<p>GD 365 Typography I: Form & Meaning 3 credits</p>	<p>GD GRAPHIC DESIGN ELECTIVE #1 3 credits</p>	<p>STA STUDIO ART DISTRIBUTION #3 3 credits</p>	<p>STA STUDIO ART DISTRIBUTION #4 3 credits</p>	<p>STUDIO ART / OR / GRAPHIC DESIGN 3 credits</p>	<p>GD 492 A Exhibition Practicum 1 credit</p>
<p>HA 101 Western Art from the Paleolithic to Medieval Era 3 credits</p>	<p>HA 102 Western Art from the Renaissance to Contemporary 3 credits</p>	<p>GD 200 History of Graphic Design 3 credits</p>	<p>STA STUDIO ART DISTRIBUTION #2 3 credits</p>	<p>HA HISTORY OF ART ELECTIVE 200 or 400-LEVEL 3–4 credits</p>	<p>STUDIO ART / OR / GRAPHIC DESIGN 3 credits</p>	<p>STUDIO ART / OR / GRAPHIC DESIGN 3 credits</p>	<p>GD 493 GD Internship / OR / GD 494 Design Center 3–6 credits</p>
<p>WRA 101 Writing as Inquiry 4 credits</p>	<p>GD 160 Digital Graphic Design: Tools and Methods 3 credits</p>	<p>STA STUDIO ART DISTRIBUTION #1 3 credits</p>	<p>ISB / ISP Integrative Studies in Biological or Physical Sciences 3 credits</p>	<p>ISS Integrative Studies Soc. Behavioral & Ec Sciences 200-level 4 credits</p>	<p>ISB / ISP Integrative Studies in Biological or Physical Sciences 3 credits</p>	<p>ISS Integrative Studies Soc. Behavioral & Ec Sciences 300-level 4 credits</p>	<p>GD GRAPHIC DESIGN ELECTIVE #5 3 credits</p>
<p>MTH Mathematics Course 3 credits</p>	<p>MTH Mathematics Course 3 credits</p>	<p>IAH Integrative Studies in Arts and Humanities 201-210 4 credits</p>	<p>General Education Elective 3 credits</p>	<p>General Education Elective 3 credits</p>	<p>ISB / ISP LAB 2 credits</p>	<p>General Education Elective 2 credits</p>	<p>IAH Integrative Studies in Arts and Humanities 211 + Level 4 credits</p>

BFA
PORTFOLIO
REVIEW

Bachelor of Fine Arts Degree in Graphic Design

**EXPERIENTIAL
EDUCATION
REQUIREMENT**

Experiential learning helps students gain competencies they need for real-life success. In the liberal arts, the ability to gain these competencies is critical.

Experiential learning opportunities available to College of Arts & Letters students include:

- Internships
- Study Abroad
- Study Away
- Service Learning & Community Engagement
- Research & Creative Projects

Each learning opportunity must be at least 3 credits in order to complete the requirement.

For further information, visit www.excelnetwork.cal.msu.edu

**STA
STUDIO ART
REQUIRED
COURSES**

**HA
ART HISTORY
& VISUAL CULTURE
REQUIRED
COURSES**

**GD
GRAPHIC DESIGN
REQUIRED
COURSES**

STA 110 Drawing I
3 credits

No Prerequisite
Fundamental concepts of drawing. Emphasis on observational, descriptive and analytical drawing. Practice of drawing skills using common drawing media.
FALL + SPRING OF EVERY YEAR

STA 112 Art and Design: Concepts and Practices
3 credits

No Prerequisite
Theme-based study of aesthetic and conceptual issues surrounding contemporary art and design practices. Art/design vocabulary, critical thinking skills, understanding of diverse social roles of the artist and designer and relationship to visual art within contemporary culture and society.
FALL OF EVERY YEAR

STA 113 Color and Design
3 credits

No Prerequisite
Basic elements of two-dimensional design. Principles of organization and the theory and practice of color as a basis for creative solutions for the problems of the artist and designer.
FALL + SPRING OF EVERY YEAR

STA 114 Three-Dimensional Form
3 credits

No Prerequisite
Formal elements of three-dimensional form. Application of the principles of organization as a means for producing creative solutions for the artist and designer. Related practical experience with a variety of materials and processes.
FALL + SPRING OF EVERY YEAR

HA 101 Western Art from the Paleolithic to Medieval Era
3 credits

No Prerequisite
Introductory survey of Western Art from the Paleolithic to the Medieval era. Key works, monuments, and stylistic trends.
FALL OF EVERY YEAR

HA 102 Western Art from the Renaissance to Contemporary
3 credits

No Prerequisite
Formal elements of three-dimensional form. Application of the principles of organization as a means for producing creative solutions for the artist and designer. Related practical experience with a variety of materials and processes.
FALL + SPRING OF EVERY YEAR

GD 200 History of Graphic Design
3 credits

No Prerequisite
Survey of visual communication. Social, global and technological developments in graphic design as it relates to art historical movements and other design disciplines. Typography of printed and digital work from 1880 to present.
FALL + SUMMER OF EVERY YEAR

One additional course in History of Art at the 200 or 400-level (3 or 4 credits)

- 3 credits*
- HA 209 Ancient Art**
 - HA 210 Medieval Art**
 - HA 230 Renaissance & Baroque Art**
 - HA 240 Modern Art**
 - HA 250 Arts of North America**
 - HA 251 History of Photography**
 - HA 252 Contemporary Art**
 - HA 253 Native North American Art**
 - HA 254 Latin American Art**
 - HA 260 Asian Art**
 - HA 261 Modern Asian Art**
 - HA 271 African Art**
 - HA 291 Topics in Art History**

4 credits
See course descriptions for prerequisites

- HA 401 Greek Art and Archaeology**
- HA 402 Roman Art and Archaeology**
- HA 410 Selected Topics *Medieval Art***
- HA 430 Selected Topics *Baroque Art***
- HA 446 Impressionism**
- HA 450 Selected Topics *Modern Art***
- HA 452 Selected Topics *Contemporary Art***
- HA 453 American Art, 1875-1940**
- HA 461 Selected Topics *Modern Asian Art***
- HA 462 The Arts of China**
- HA 471 Selected Topics *African Art***

GD 160 Digital Graphic Design: Tools and Methods
3 credits

No Prerequisite
Introduction of digital tools and methods specific to contemporary graphic design.
FALL + SPRING + SUMMER OF EVERY YEAR

GD 360 Graphic Design I: Graphic Form
3 credits

STA 110 + STA 113 + STA 114 + STA 112
Introduction to form analysis and manipulation, through theory, concept and visual tools, to develop clear formal languages. Traditional and digital craft. Development of verbal articulation.
FALL + SPRING OF EVERY YEAR

GD 365 Typography I: Form & Meaning
3 credits

STA 110 + STA 113 + STA 114 + STA 112
Formal and communicative properties of typography. Letterform, font specification, style, meaning, texture, and space. Sequence of analysis from formal aspects, to communicative, to a synthesis of the two.
FALL + SPRING OF EVERY YEAR

GD 460 Graphic Design II: Visual Communication
3 Credits

GD 360 + GD 365
Basic elements of two-dimension Advance from the analysis of form to the meaning of form. Synthesis of form and content will progress towards cohesive communication systems.
FALL + SPRING OF EVERY YEAR

GD 492 Senior Seminar and Professional Practice
2 credits

STA 492A or concurrently + completion of Tier I writing requirement
Capstone course for graphic designers. Writing as a mode of issue delineation and definition, portfolio preparation.
SPRING OF EVERY YEAR

GD 492 A Exhibition Practicum
1 credit

Completion of Tier I writing requirement
Exhibition experience in graphic design. Audience delineation, conceptual framing, use of space, and evaluation.
SPRING OF EVERY YEAR

EXPERIENTIAL-LEARNING COMPONENT
one of the following

GD 493 Graphic Design Internship
1 – 6 credits

GD 360 or GD 365
Field experience in a working design environment under supervision of a graphic design professional.
FALL + SPRING + SUMMER OF EVERY YEAR

GD 494 Design Center
3 credits

GD 460
Practicum in design problem-solving, including extensive contact with selected clients at a professional level.
SPRING OF EVERY YEAR

Bachelor of Fine Arts Degree in Graphic Design



The Graphic Design BFA Portfolio Review is a requirement of all students pursuing a Bachelor of Fine Arts degree. The portfolio reviews will be held in both Fall and Spring semesters with Graphic Design faculty. During this review you will share process work and final outcomes of projects completed in these courses.

Students are eligible to participate in the Graphic Design BFA Portfolio Review if they:

- + have completed **GD360** and **GD365** AND;
- + are in their second semester or later at Michigan State University or equivalent standing at another university, and have not yet earned their 30th credit in GD and STA credits combined.

Exceptions will be considered for transfer students.

Detailed information on preparing and submitting materials will be shared with students prior to the review period.

For further information, visit www.art.msu.edu.

STA STUDIO ART DISTRIBUTION COURSE OFFERINGS

Four of the following courses including at least one course from each of the following three areas (12 credits):

Prerequisites for all courses listed here are STA 110 + STA 112 + STA 113 + STA 114

STA 491 Selected Topics

2 to 3 credits (a maximum of 6 credits)

Per approval of department and based on semester offerings, a student may enroll in any of the areas Selected Topics courses in Painting, Printmaking, Ceramics, Sculpture, Photography and Electronic Art & Intermedia.

Two-Dimensional Area

STA 320 Painting I

Representational painting of landscape, figure, and still life imagery. Painting concepts, materials, and techniques.

FALL + SPRING OF EVERY YEAR

STA 330 Lithography

Basic processes of image-making in lithography, including both traditional and contemporary methods. Fundamentals of drawing and design as applied to printmaking, as well as development of personally innovative imagery and concept. Final independent project explores both two and three dimensional applications of print techniques.

SPRING OF EVERY YEAR

STA 335 Etching

Aesthetic principles and techniques such as soft ground, aquatint, dry point, transfer ground and crosshatching.

FALL OF EVERY YEAR

Three-Dimensional Area

STA340 Ceramics: Hand Building

Ceramic processes including handbuilding, with terra cotta clay, low-fire glaze formulation, and kiln firing as a means of cultural and artistic expression.

FALL + SPRING OF EVERY YEAR

STA 345 Ceramics: Mold Making, Casting, and Serial Production

Design forms for serial production through hands-on experiences. Modeling techniques, plaster mold making, slip casting, glazing, and digital decal processes.

SPRING OF EVERY YEAR

STA 350 Exploration of the Human Figure

Aspects of the human figure studied in relation to artistic media.

FALL + SPRING OF EVERY YEAR

STA 351 Installation and Expanded Media

Interdisciplinary approach to studio practice. Exploration of artistic and cultural expression using installation and expanded media.

FALL + SPRING OF EVERY YEAR

STA 354 Casting

Casting concepts and techniques as a means of artistic and cultural expression.

FALL + SPRING OF EVERY YEAR

STA 355 Construction and Fabrication

Sculptural concepts using methods of construction and fabrication as an approach to artistic and cultural expression.

FALL + SPRING OF EVERY YEAR

Electronic Art and Intermedia and Photography Area

STA 370 Photography I

Introduction to photography as a fine art medium, including the functions and controls of a digital camera; photography as a means of visual art expression, in monochrome and color; the basic aspects of image adjustment software; and, historical and contemporary approaches to both technical and artistic/conceptual practice.

FALL + SPRING OF EVERY YEAR

STA 380 Electronic Art

Using the computer as a tool for making art. Creation of innovative electronic art and new media projects that introduce students to conceptual as well as technical skill sets.

FALL + SPRING OF EVERY YEAR

STA 384 Experiments in Digital Video

Introduction to core skills and concepts used in digital video production, with an emphasis on art-making, conceptual thinking, and experimentation.

FALL EVERY YEAR

STA 385 Intract Environs & Digital Fab

Systems-based approach to design and fabrication of functional experimental art devices, combining principles of mechanical, electronic, software design, robotics, sensors, actuators, and other control devices. Exposure to new paradigms of creative practice and will develop intricate, interdisciplinary group projects.

FALL + SPRING OF EVERY YEAR

GD GRAPHIC DESIGN ELECTIVE COURSE OFFERINGS

Five of the following courses (15 credits):

Prerequisites for all courses listed here are GD 360 and GD 365 unless otherwise noted.

GD 303 Experimental Design Practices

No Prerequisite

Studio-based survey of experimental and futures-oriented design practices that are interdisciplinary in nature, intersect with emergent practices in the visual arts, and address broader issues of power, normativity, and social justice.

FALL + SPRING OF EVERY YEAR

GD 462 Spatial Design

Development and application of visual communication elements for volumetric structures and spaces.

FALL OF EVERY YEAR

GD 465 Typography II: Typographic Systems

Typographic exploration through grid, hierarchy, and systems development. Variety of purpose, content and viewer consideration in resulting appropriate forms.

FALL + SPRING OF EVERY YEAR

GD 466 Identity Design

GD 460

Design development, hierarchical unification, and application strategies for the graphic identification of organizations and sub-units of organizations.

FALL OF EVERY YEAR

GD 467 Motion Design

Time-based design utilizing sound and motion for visual communication and personal expression relating to the field of graphic design.

Conceptual and formal explorations relating to the moving image such as motion graphics, stop-motion animation, and kinetic typography.

SPRING OF EVERY YEAR

GD 468 Interaction Design

GD 460

Digital interactivity as a tool for visual communication, design and distribution of ideas. Conceptual, formal and typographical explorations relating to screen-based activities such as interface design, user-interaction and basic animation.

FALL + SPRING OF EVERY YEAR

GD 491 Selected Topics in Graphic Design

Experimental and relevant topics of interest in graphic design.

FALL + SPRING OF EVERY YEAR