

# BACHELOR OF ARTS IN GRAPHIC AND INTERACTIVE DESIGN

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Students majoring in Graphic and Interactive Design receive in-depth, hands-on experience in the design and authoring of original interactive work for a range of media including web, print, motion graphics, and mobile devices. They have the opportunity to study graphic design and interactive design, emphasizing creative thinking, visual literacy, and technological proficiency. The program provides a rigorous curriculum of conceptualization, problem solving, innovation, critical thinking, and visualization. It acknowledges that design is a cultural catalyst that bridges commerce and social causes. Students graduating from this program are well prepared to meet the challenges within the field of interactive and graphic design. The areas of study are always evolving and include typography, print design, motion graphics, web design, and mobile interaction design.

There are a total of 33 credits in the major. The first 24 credits are derived from graphic and interactive design required courses. An additional 9 credits (three courses) are chosen from a list of graphic and interactive design electives.

## BA in Graphic and Interactive Design Curriculum

Code	Title	Credits
<b>University Curriculum</b> <sup>1</sup>		<b>46</b>
<b>Required School of Communications core courses</b> <sup>2</sup>		
COM 120	Media Industries and Trends	3
COM 130	Visual Design	3
COM 140	Storytelling	3
<b>School of Communications Requirements</b>		
Global Issues and Cultures, select two courses		6
Additional courses outside the major or minor, at the 200 level or higher		6
Seminars for Success		
COM 101	Communications First-Year Seminar	1
COM 201	Media Career Development	1
<b>Required Graphic and Interactive Design courses</b>		
GID 110	Design Research and Methods	3
GID 161	Web Design I	3
GID 250	Web Design II	3
GID 270	Typography I	3
GID 301	Motion Graphics I	3
GID 315	Mobile Interaction Design	3
GID 410	Web Design III	3
GID 480	Senior Seminar and Portfolio	3
<b>Graphic and Interactive Design Electives</b> <sup>3</sup>		<b>9</b>
Select three of the following with the recommendation of the student's adviser:		
ADPR 405	The Agency	

AR 158	Photography I
AR 258	Photography II
COM 490	Communications Career Internship
CSC 110	Programming and Problem Solving
GID 200	Special Topics in Graphics and Interactive Design
GID 210	Graphic Design History
GID 300	Special Topics in GID
GID 305	Digital Photography
GID 370	Typography II
GID 399/499	Advanced Independent Studio Work in Graphic and Interactive Design
GID 400	Special Topics in GID
GID 416	Design Sprints
GID 440	Motion Graphics II
<b>Minor Courses</b>	<b>18</b>
<b>Total Credits</b>	<b>120</b>

<sup>1</sup> All students must complete the 46 credits of the University Curriculum (<http://catalog.qu.edu/academics/university-curriculum/>). Students majoring in Graphic and Interactive Design complete their Integrative Capstone Requirement within the major with GID 480. In place of those credits, the student must select an additional unrestricted course in the University Curriculum.

<sup>2</sup> Core must be completed by end of sophomore year.

<sup>3</sup> Substitutions to this list are permitted with prior approval of the student's adviser and the director of graphic and interactive design.

## Minor Requirement

Students enrolled in the BA in Graphic and Interactive Design program are required to complete a minor (typically 18 credits) that will complement their career and/or personal interests. This minor can be from any program either within or outside the School of Communications.

## Student Learning Outcomes

The BA in Graphic and Interactive Design program encompasses the full spectrum of visual communication. It acknowledges that design is a cultural catalyst that bridges commerce and social causes. The program provides a rigorous curriculum of conceptualization, problem solving, innovation, critical thinking and visualization. Students graduating from this program are well prepared to meet the challenges within the field of interactive and graphic design. The areas of study are always evolving and include typography, print design, motion graphics, web design, UI, UX, and mobile interaction design. The following competencies are critical to the effective contribution of entry-level designers in professional design practice and they construct a framework that contributes to the overall effective practice of the discipline.

Upon completion of the program, students should be able to demonstrate the following competencies:

- 1. Solve Creative Problems:** Solve creative problems within the field of design, including research and synthesis of technical, aesthetic, and conceptual knowledge. This is demonstrated by the ability to create and develop visual responses to communication problems, including understanding of hierarchy, typography, aesthetics, composition and construction of meaningful images.

2. **Communicate Ideas:** Communicate their ideas professionally and connect with their intended audience using visual, oral, and written presentation skills relevant to their field. This is evident in the ability to construct verbal and written arguments for solutions that address the needs of the organization or community.
3. **Actualize Concepts:** Actualize technical, aesthetic, and conceptual decisions based on an understanding of design principles and by using appropriate tools and technology. This includes knowing how to learn technology with the recognition that technological change is constant.
4. **Evaluate Solutions:** Evaluate work in their field, including their own work, using professional terminology and demonstrating fluency in the use of the formal vocabulary and concepts of design. This includes recognizing the influence of major cultural and aesthetic trends, both historical and contemporary, on design products and services.
5. **Implement Processes:** Implement design processes with a strategic understanding of how communication is planned, produced and distributed. This is exhibited by the ability to solve communication problems including identifying the problem, researching, analysis, solution generating, prototyping, user testing and outcome evaluation.
6. **Produce Professional Design:** Produce a body of design work suitable for seeking professional opportunities in their chosen branch of design. This body of work demonstrates effective use of typography, images, diagrams, motion, sequencing and color with an informed consideration of content, elements, structure and style.

## Admission Requirements: School of Communications

The requirements for admission into the undergraduate School of Communications programs are the same as those for admission to Quinnipiac University.

Admission to the university is competitive, and applicants are expected to present a strong college prep program in high school. Prospective first-year students are strongly encouraged to file an application as early in the senior year as possible, and arrange to have first quarter grades sent from their high school counselor as soon as they are available.

For detailed admission requirements, including required documents, please visit the Admissions (<http://catalog.qu.edu/general-information/admissions/>) page of this catalog.