

# Graphic Design (GDSB)

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School of Art Website (<https://fulbright.uark.edu/departments/art/>)

The Bachelor of Fine Arts degree in Graphic Design — often also referred to as visual design, visual communication design or visual communication — will prepare students to be proficient makers and thoughtful problem seekers and solvers in a four-year professional degree program. Students will work seamlessly across a range of media, working to identify appropriate solutions for audience and context. Students will be exposed to a rigorous curriculum covering research, theory, critical thinking, professional practices, conceptual idea-making, all while asking them to formally experiment and refine. The Graphic Design degree focuses on: typography, interactivity, branding and design research, each identified as strongly connected to the design industry, while incorporating the university research initiatives of the School of Art at the University of Arkansas.

## Requirements for Admission to the Bachelor of Fine Arts Degree in Graphic Design

For admission to the B.F.A. in Graphic Design, students must be a declared Art major in the School of Art and successfully complete the art foundation course sequence of ARTS 19139 Studio Foundation I and ARTS 19239 Studio Foundation II. Students must have a 3.0 cumulative GPA plus submit an application and portfolio for review.

## University and College Requirements for a Bachelor of Fine Arts in Graphic Design

[In addition to the Fulbright College of Arts and Sciences Graduation Requirements \(see under Degree Completion Program Policy\), the following course requirements must be met.](#)

State Minimum Core (The Humanities requirement is satisfied by PHIL 20003 listed below. The Fine Arts requirement is satisfied by completing both ARHS 20003 and ARHS 21003 listed below.) 29

PHIL 20003	Introduction to Philosophy (ACTS Equivalency = PHIL 1103)	3
ARTS 19139	Studio Foundation I	9
ARTS 19239	Studio Foundation II	9
GDES 23103	Design Tools and Concepts	3
GDES 33103	Typographic Systems 1	3
GDES 33203	Typographic Systems 2	3
GDES 33803	User Experience	3
GDES 33903	Identity Systems 1	3
GDES 43003	Professional Development and Seminar	3
GDES 43103	Interactive Language	3
GDES 43203	Technology in Context	3
GDES 43403	Identity Systems 2	3
GDES 43503	Human-Centered Design	3
GDES 43603	Design for Complexity	3
GDES 43703	Typographic Systems 3	3
GDES 43803	Degree Project	3
Nine credit hours in studio art (ARTS) courses		9

Three credit hours in any School of Art course (ARED, ARHS, ARTS, or GDES), excluding ARHS 10003. 3

15 credit hours in art history, to include: 15

ARHS 20003 Art History Survey I (ACTS Equivalency = ARTA 2003)

ARHS 21003 Art History Survey II (ACTS Equivalency = ARTA 2103)

ARHS 48203 History of Graphic Design

Six credit hours in art history (ARHS) courses numbered at the 30000-level or higher

Students are required to take one interdisciplinary elective for three credit hours numbered at the 30000-level or higher in a program outside the School of Art. It must have a clear connection to design and/or to the student's chosen topic for their Degree Project. The course can be taken at any time, but it is recommended during the final year. Interdisciplinary electives require approval by the program director. 3

General Electives 1

**Total Hours 120**

## Graphic Design B.F.A. Eight-Semester Degree Plan

Students selecting the eight-semester degree plan should review the Eight-Semester Degree Completion Policy (<http://catalog.uark.edu/undergraduatecatalog/academicregulations/eightsemesterdegreecompletionpolicy/>).

State minimum core requirements may vary by individual, based on placement and previous credit granted. Once all core requirements are met, students may substitute with general electives in consultation with their academic advisor.

First Year	Units	
	Fall	Spring
ENGL 10103 Composition I (ACTS Equivalency = ENGL 1013) (Satisfies General Education Outcome 1.1) <sup>1</sup>	3	
MATH 11103 Quantitative Reasoning (ACTS Equivalency = MATH 1113) (Satisfies General Education Outcome 2.1) <sup>1</sup> or MATH 11003 College Algebra (Satisfies General Education Outcome 2.1) <sup>1</sup> or any MATH course numbered higher than MATH 11003 (Satisfies General Education Outcome 2.1) <sup>1</sup>	3	
ARTS 19139 Studio Foundation I	9	
ENGL 10203 Composition II (ACTS Equivalency = ENGL 1023) (Satisfies General Education Outcome 1.1) <sup>1</sup>		3
ARHS 20003 Art History Survey I (ACTS Equivalency = ARTA 2003) or ARHS 21003 Art History Survey II (ACTS Equivalency = ARTA 2103)		3
ARTS 19239 Studio Foundation II		9
Year Total:	15	15



- ARHS 482H3 Honors History of Graphic Design (3 hours, required, spring semester)
- Declare honors prior to the start of spring semester sophomore year

### Junior year

- GDES 490HV Honors Thesis in Graphic Design (1-6 hours, optional, fall or spring semester)
- Define thesis project
- Thesis proposal due in March

### Senior year

- GDES 438H3 Honors Degree Project (3 hours, required, spring semester)
- Form thesis committee in fall semester (2 people from School of Art, 1 person from outside SoA)
- Schedule defense in accordance with Fulbright College Honors Program deadline

To graduate with honors distinction, a student must maintain a cumulative grade-point average of 3.5 in all college course work, complete and defend an honors thesis, and take 12 hours of honors credit (which may include the required GDES honors courses listed above). Higher degree distinctions take into consideration the student's entire academic career and are recommended for only those students whose honors projects and programs of study demonstrate a truly exceptional degree of creativity and scholarship.

## Courses

### **GDES 23103. Design Tools and Concepts. 3 Hours.**

Introduces Graphic Design students to design concepts with a concentration on professional industry tools. Emphasizes development of visual problem solving while creating well-crafted solutions. Prerequisite: ARTS 19139 and ARTS 19239. (Typically offered: Fall)

### **GDES 33103. Typographic Systems 1. 3 Hours.**

Examination of letterform construction, including anatomy and architecture. Analysis through a historical lens, exploring technological and cultural contexts. Typographic nuance and connotation. Introduction of the grid as a means to understand layout and organize typography. Prerequisite: ARTS 19139 and ARTS 19239 and Bachelor of Fine Arts in Graphic Design majors only. (Typically offered: Fall)

### **GDES 33203. Typographic Systems 2. 3 Hours.**

Will introduce the complexity of adding imagery, both photographic and illustrative, into typographic layout. Management of hierarchy in a more advanced way through grid usage. Artifacts will span print to web, exploring how typography must always adapt to new contexts and audiences. Prerequisite: GDES 23103 and GDES 33103 and Bachelor of Fine Arts in Graphic Design majors only. (Typically offered: Spring)

### **GDES 33803. User Experience. 3 Hours.**

Prepare students to design with usability and function at the forefront of their decision making. Personas, user scenarios and research to guide the design process. Exploration of the field of information architecture in order to clearly structure information and experience. Introduction to HTML, CSS, and other interactive languages. Prerequisite: GDES 23103, GDES 33103 and Bachelor of Fine Arts in Graphic Design majors only. (Typically offered: Fall and Spring)

### **GDES 33903. Identity Systems 1. 3 Hours.**

Beginning identity design course, focusing on theory and application of semiotics, through creation of icon sets and small scale applications. Emphasis placed on connotation, creating messaging and formal development. Prerequisite: GDES 33203 and Bachelor of Fine Arts in Graphic Design majors only. (Typically offered: Fall)

### **GDES 43003. Professional Development and Seminar. 3 Hours.**

Preparation of students for professional practice and job seeking. Development of online and print portfolio and other collateral. Contemporary design practice through discussions, reading, writing, guest speakers and studio visits. Emphasis on assisting each student in preparing for their unique future. Prerequisite: GDES 33803 and GDES 33903 and Bachelor of Fine Arts in Graphic Design majors only. (Typically offered: Spring)

### **GDES 43103. Interactive Language. 3 Hours.**

Advanced course utilizing interactive languages to create responsive experiences for the web, touch screens. Exploration of the intersection of linear and non-linear design experiences in the application of motion to web. Prerequisite: GDES 33203 and GDES 33803 and Bachelor of Fine Arts in Graphic Design majors only. (Typically offered: Fall and Spring)

### **GDES 43203. Technology in Context. 3 Hours.**

Advanced course focusing on speculative explorations in the world of interaction design. Much of the work will be touch and gesture based and dealing with the built environment. Application of knowledge about proper workflow and execution in an advanced way. Prerequisite: GDES 43003 and GDES 43103 and Bachelor of Fine Arts in Graphic Design majors only. (Typically offered: Fall)

### **GDES 43303. Special Topics in Graphic Design. 3 Hours.**

Topics dealing with trends, movements, and new elements within the design field, such as entrepreneurship, diversity, sustainability, critical issues, and data. (Typically offered: Fall and Spring) May be repeated for up to 12 hours of degree credit.

### **GDES 43403. Identity Systems 2. 3 Hours.**

Advanced identity design course emphasizing creating cohesive messaging systems that cover a wide range of media. Creation of identity systems that are based on research and appropriate to content, context and audience. Media may span environmental, motion, print, web and packaging. Prerequisite: GDES 33903 and GDES 43103 and Bachelor of Fine Arts in Graphic Design majors only. (Typically offered: Fall and Spring)

### **GDES 43503. Human-Centered Design. 3 Hours.**

Research-based studio introducing design methods that focus on an audience centric process. Exposure to communication theory, modes of persuasion, sustainability, how to design for niche audiences. Prerequisite: GDES 43003 and GDES 43103 and Bachelor of Fine Arts in Graphic Design majors only. (Typically offered: Fall)

### **GDES 43603. Design for Complexity. 3 Hours.**

Providing opportunity to address problems existing outside of the classroom with the focus shifting between design for good initiatives. Collaboration, research, problem seeking and solving will be addressed. Prerequisite: GDES 43203, GDES 43403, GDES 43503, and Bachelor of Fine Arts in Graphic Design majors only. (Typically offered: Fall and Spring)

### **GDES 43703. Typographic Systems 3. 3 Hours.**

Culminating typography course, exploration of typography at an advanced level through a variety of projects. Projects may range from type design to type in motion to complex publication design. Exhibition of the utmost professional ideation, process, execution and craft expected. Prerequisite: GDES 43003, GDES 43403, and Bachelor of Fine Arts in Graphic Design majors only. (Typically offered: Fall and Spring)

### **GDES 43803. Degree Project. 3 Hours.**

Capstone course requiring completion of a self-directed project through in-depth research, writing and making, offering an opportunity to specialize prior to entering the job market. Prerequisite: GDES 43203, GDES 43403, GDES 43503, and Bachelor of Fine Arts in Graphic Design majors only. (Typically offered: Spring)

**GDES 438H3. Honors Degree Project. 3 Hours.**

Capstone course requiring completion of a self-directed project through in-depth research, writing and making, offering an opportunity to specialize prior to entering the job market. Prerequisite: Honors standing, GDES 43203, GDES 43403, GDES 43503, and Bachelor of Fine Arts in Graphic Design majors only. (Typically offered: Spring)

This course is equivalent to GDES 43803.

**GDES 4390V. Special Problems in Graphic Design. 1-6 Hour.**

Advanced individual projects in graphic design. Prerequisite: Any 4000 level GDES visual design course except GDES 43403. (Typically offered: Fall and Spring) May be repeated for up to 6 hours of degree credit.

**GDES 490HV. Honors Thesis in Graphic Design. 1-6 Hour.**

Thesis hours for honors students completing an honors thesis. Prerequisite: Honors standing. (Typically offered: Fall and Spring)

**GDES 4940V. Graphic Design Internship. 1-6 Hour.**

Credit for practical experience gained through internship in graphic design.

Report required from intern and field supervisor on progress and significant accomplishments. 3 credit hours per semester. Prerequisite: Any 4000 level GDES visual design course except GDES 43403. (Typically offered: Fall, Spring and Summer) May be repeated for up to 6 hours of degree credit.