

# B.S. GRAPHIC/VISUAL DESIGN

The B.S. degree in Graphic/Visual Design spotlights the design process and how to develop a project from concept to delivery. The program combines art and design with technology to ensure that you are prepared to work in a variety of visual media fields. Coursework includes motion design, 3D modeling, web design, user experience (UX) design, data visualization and virtual/augmented reality. Studio courses utilize contemporary technical skills and industry-standard software providing practical experience in design across multiple disciplines and media. Students work with real-world clients developing a portfolio that demonstrates their design skill and knowledge.

## Requirements for Major

Candidates for a Bachelor of Science degree are required to complete a minimum of 120 semester hours maintaining a 2.0 overall cumulative grade point average and a 2.0 overall in their major courses. Transfer students must complete a minimum of thirty (30) credit hours at Husson University. Depending upon credit allocation, students may need to complete an extra elective course to meet minimum 120 credit requirement.

Upon completing the Graphic/Visual Design degree program students will be able to:

- 1 - Design Literacy - Identify, interpret, and articulate the elements, principles, and core concepts of design.
- 2 - Creative Process - Research, conceptualize, refine ideas, and prototype as part of the creative process.
- 3 - Critical Analysis - Evaluate and critically analyze their own and others' design work as well as defend design decisions.
- 4 - Technical Proficiency - Demonstrate technical knowledge and proficiency with current design tools and technology.
- 5 - Interdisciplinary Skills - Collaborate, synthesize, and integrate ideas and skills in an interdisciplinary approach to creative problem-solving.
- 6 - Professional Practice - Create original, effective, and professional-quality design work that meets user needs.

### GENERAL EDUCATION COURSES

CM 200	Interpersonal Communication	3
EH 105	College Writing	3
FA 120	Drawing I	3
HE 111	The Husson Experience	1
MC 400	Ethics in Media	3
MC 101	Introduction to Mass Communications	3
PY 111	General Psychology	3
VF 245	Photography I	3
Foreign Culture and Conversation Elective		3
Historical Elective		3
Lab Science Elective		3-4
Literature Elective		3
Math I Elective		4
Math II Elective		3
Philosophical Elective		3

Sustainability Elective		3
<b>NESCom Core Courses</b>		
GV 245	Graphic Design I	3
IT 121	Computer Applications for Digital Media	3
MC 301	Career Preparation	1
VF 100	Intro to Video Production	3
AE/GV/IT/MC/VF/XR Elective		3
<b>GRAPHIC/VISUAL DESIGN CONCENTRATION REQUIREMENTS</b>		
BR 120 or FA 115	Art and Design Foundations 2d-Design	3
DA 110	Data Exploration & Visualization	3
FA 201 or FA 202	Art History I: Prehistoric to Late Medieval Art Art History II: Art History: Renaissance to Present	3
GV 145	Design Thinking and Innovation	3
GV 208	3D Modeling I	3
GV 248	Typography	3
GV 257 or VF 243	Animation and Motion Design I Video Compositing & Motion Graphics I	3
GV 329	Digital Illustration	3
GV 330 or MK 315	Graphic / Visual Design Internship Agency Practicum I	3
GV 335	Graphic Design II	3
GV 429	Design Portfolio	3
IT 207	Web Design I	3
IT 209	Web Design II	3
IT 223	User Experience Design	3
MK 216	Principles of Advertising	3
MK 220	Marketing Fundamentals	3
XR 177	Extended Reality I	3
AE/BA/FA/GV/IT/MC/VF/XR Elective		9

**Total Hours 120-121**

### First Year

Fall	Hours	Spring	Hours
BR 120 or FA 115	3	FA 120	3
EH 105	3	FA 201 or 202	3
HE 111	1	GV 145	3
IT 121	3	GV 245	3
MC 101	3	Math I Elective	4
MK 220	3		
		<b>16</b>	<b>16</b>

### Second Year

Fall	Hours	Spring	Hours
GV 208	3	IT 207	3
GV 248	3	IT 223	3
GV 257 or VF 243	3	MK 216	3
PY 111	3	XR 177	3

Math II Elective	3	Literature Elective	3
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	<b>15</b>		<b>15</b>
<b>Third Year</b>			
<b>Fall</b>	<b>Hours</b>	<b>Spring</b>	<b>Hours</b>
DA 110	3	CM 200	3
GV 329	3	GV 335	3
VF 100	3	IT 209	3
Historical Elective	3	VF 245	3
Lab Science Elective	3-4	AE/EP/GV/IT/MC/VF/XR ELECTIVE	3
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	<b>15-16</b>		<b>15</b>
<b>Fourth Year</b>			
<b>Fall</b>	<b>Hours</b>	<b>Spring</b>	<b>Hours</b>
GV 330 or MK 315	3	GV 429	3
MC 301	1	Philosophical Elective	3
MC 400	3	Sustainability Elective or Open Elective	3
Foreign Culture and Conversation Elective	3	AE/BA/FA/GV/IT/MC/VF/ XR ELECTIVE	3
AE/BA/FA/GV/IT/MC/VF/ XR ELECTIVE	3	AE/BA/FA/GV/IT/MC/VF/ XR ELECTIVE	3
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	<b>13</b>		<b>15</b>
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<b>Total Hours: 120-121</b>			