

GRAPHIC DESIGN, B.A.

Overview

The Graphic Design program at Georgian Court University offers a Bachelor of Arts (BA) degree for students interested in creativity, visual communication, and design innovation. The curriculum builds a strong foundation in core design principles while integrating contemporary practices such as design thinking, UI/UX design, and emerging technologies.

The 54-credit major develops essential design skills while allowing flexibility to pursue complementary electives or additional academic interests, supported by faculty and academic advising. The program emphasizes global, inclusive, and ethical perspectives, preparing students to engage diverse audiences and adapt to evolving professional contexts.

Through internships, service learning, and real-world projects, students gain hands-on experience that connects academic study with professional practice. Graduates are prepared with the creative, technical, and communication skills needed for careers in design or for advanced study.

Georgian Court University does not require a portfolio for admission into the Graphic Design program, reflecting a commitment to access and opportunity for students with diverse backgrounds and levels of prior experience.

Learning Outcomes

Upon completion of the Graphic Design program, students will be able to:

- Apply research-informed, human-centered design strategies to develop original concepts across diverse design contexts.
- Demonstrate proficiency in visual communication across print and digital platforms, including typography, branding, UI/UX, motion, and interactive media, using industry-standard tools.
- Develop design solutions that reflect global, inclusive, and ethical perspectives with sensitivity to diverse audiences and contexts.
- Integrate theoretical knowledge, technical skills, and collaborative practices to meet professional standards and adapt to evolving industry demands.
- Communicate effectively through visual, oral, and written forms in professional contexts, including internships and portfolio development.

Requirements

To earn this degree, students must successfully complete at least 120 credits, including General Education (<https://catalog.georgian.edu/undergraduate/academic-programs/bridge-general-education-program-requirements/>) requirements and the major requirements below.

The Bachelor of Arts (BA) in Graphic Design requires 54 credits in major courses, including 30 credits of core requirements and 24 credits of specialized study, plus AR220 Modern Art or AR228 European & U.S. Art (either of which fulfills the Creative Thinking & Expression Gen Ed requirement).

Major Sequence

Code	Title	Credits
Graphic Design Courses		
GD111	Introduction to Design	3.0
GD112	Drawing for Designers	3.0
GD113	Computer Graphics	3.0
GD114	Graphic Design I	3.0
GD212	Intro to Design Thinking	3.0
GD213	Typography I	3.0
GD214	Graphic Design II	3.0
GD220	Visual Principles & Strategy	3.0
GD226	Video & Sound Editing	3.0
GD230	Brand Identity Systems	3.0
GD322	Web Design	3.0
GD324	Typography II	3.0
GD327	Motion Graphics	3.0
GD328	Design Thinking & Innovation	3.0
GD422	Creative Web & Interaction Design	3.0
GD429	Internship	3.0
GD430	Professional Practices	3.0
GD440	Special Topics	3.0
Related Courses		
AR220	Modern Art	3.0
or AR228	European & U.S. Art	
Total Credits		57.0

Degree Map(s)

Course	Title	Credits
First Year		
Fall Semester		
GEN101	Pathway to the Bridge ¹	2.0
EN111 or EN221	Writing, Research, and Digital Literacy ¹ or HNRS: Rhetoric, Research & Digital Lit	3.0
GD111	Introduction to Design ²	3.0
GD113	Computer Graphics ²	3.0
Elective		3.0
Credits		14.0
Spring Semester		
GEN199	WI: Discovering Self in the Universe ¹	3.0
Mathematical Reasoning ¹		3.0-4.0
GD114	Graphic Design I ²	3.0
GD220	Visual Principles & Strategy ²	3.0
AR220 or AR228	Modern Art ^{1,2} or European & U.S. Art	3.0
Credits		15.0-16.0
Second Year		
Fall Semester		
Scientific Thinking or Critical Reading ¹		3.0-4.0
Understanding Human Behavior or Intercultural ¹		3.0
GD112	Drawing for Designers ²	3.0
GD214	Graphic Design II ²	3.0
Elective		3.0
Credits		15.0-16.0

Spring Semester

Scientific Thinking or Critical Reading ¹		3.0-4.0
Ethics or Religious Studies ¹		3.0
GD213	Typography I ²	3.0
GD226	Video & Sound Editing ²	3.0
Elective		3.0
Credits		15.0-16.0

Third Year**Fall Semester**

Ethics or Religious Studies ¹		3.0
GD230	Brand Identity Systems ²	3.0
GD324	Typography II ²	3.0
GD327	Motion Graphics ²	3.0
Elective		3.0
Credits		15.0

Spring Semester

Select one of the following: ¹		3.0
GEN400	WI:Visioning a Future Power & Society Understanding Human Behavior or Intercultural	
GD212	Intro to Design Thinking ²	3.0
GD322	Web Design ²	3.0
Elective		6.0
Credits		15.0

Fourth Year**Fall Semester**

Select one of the following: ¹		3.0
GEN400	WI:Visioning a Future Power & Society Understanding Human Behavior or Intercultural	
GD328	Design Thinking & Innovation ²	3.0
GD422	Creative Web & Interaction Design ²	3.0
Elective		6.0
Credits		15.0

Spring Semester

Select one of the following: ¹		3.0
GEN400	WI:Visioning a Future Power & Society Understanding Human Behavior or Intercultural	
GD440	Special Topics ²	3.0
GD429	Internship ²	3.0
GD430	Professional Practices ²	3.0
Elective		3.0
Credits		15.0
Total Credits		119.0-122.0

¹ General Education² Major