

GRAPHIC DESIGN (BACHELOR OF FINE ARTS, B.F.A.)

Overview

The Bachelor of Fine Arts (B.F.A.) in Graphic Design prepares designers for communicative, technological, societal, service, and industrial needs across the design industry. Designers work in advertising, digital design, graphic design, marketing, and public relations. Students integrate methodology, prototyping, aesthetics, human factors, technology, materials, context, and audience to develop strategies and solutions that give form to print, screen, and the virtual or built environments.

Requirements

Students who choose this bachelor degree program will have no more than 6 years from admission or subsequent declaration to meet the requirements listed below. If certification, accreditation or statutory requirements change and additional requirements become effective during this time, the new requirements take precedence.

Code	Title	Credit Hours
General Studies		42
Students must complete General Studies courses (https://catalog.missouriwestern.edu/undergraduate/university-information/academic-standards-regulations/baccalaureate-degree/#bachelor-general-studies) ¹		
Major Requirements		90
ART 110	Beginning Drawing I	3
ART 120	Design Foundations	3
ART 129	Digital Tools and Techniques	3
ART 190	Digital 3D Fundamentals	3
or ART 192	Digital Imaging	
ART 205	Survey of Art History I	3
ART 250	Motion Graphics	3
ART 255	Survey of Art History II	3
ART 290	Branding and Identity Design	3
ART 292	Visual Communication Design	3
ART 315	Digital Illustration I	3
ART 333	Typography	3
ART 344	UX Design Fundamentals	3
ART 349	Web Design and Development	3
ART 359	Creative Digital Photography I	3
or JOU 104	Digital Photography	
ART 390	Advertising Design	3
ART 449	Mobile Application Design	3
ART 488	Portfolio Development	3
ART 489	Portfolio and Preparation	3
ART 493	Art and Design Internship	3
JOU 204	Digital Videography	3
JOU 432	Social Media Branding	3
PSY 101	General Psychology	3
Select six additional credit hours of advanced electives		6
ART 345	3D Modeling and Design Processes	
ART 360	Creative Digital Photography II	

ART 375	Digital Illustration II	
ART 450	Independent Research/Project	
ART 475	Digital Illustration III	
ART 493	Art and Design Internship	
Select six additional credit hours of guided electives		6
ACT 101	Introduction to Information Technology	
ART 160	Beginning Drawing II	
ART 170	Three-Dimensional Design	
ART 210	Animation Fundamentals	
CIN 140	Producing and Directing	
MET 132	Manufacturing Methods	
MKT 301	Principles of Marketing	
MKT 370	Digital Marketing	
MKT 381	Advertising and Promotion	
PSY 230	Psychology of Communication	
Selection six additional credit hours of art history		6
ART 257	Theory and Criticism of Visual Culture	
ART 371	Topics in Ancient/Medieval Art	
ART 372	Topics in Modern/Contemporary Art	
ART 471	Topics in Renaissance/Baroque Art	
ART 472	Topics in Non-Western Art	
Select six credit hours of communication electives:		6
COM 205	Introduction to Mass Media	
COM 210	Presentational Communication	
COM 305	Interpersonal Communication	
COM 420	Research Methods in Communication	
JOU 202	Reporting for the Media	
JOU 311	Griffon Media	
JOU 428	Multimedia Storytelling	

¹ Courses in general studies may also be required within the major. While the course(s) may satisfy both requirements, the credit hours will count only one time in the overall hours earned.

Program Graduation Requirements

1. Earn a grade of C or higher in all major coursework.
2. Earn an overall GPA of at least 2.0 and a major GPA of at least 2.0.

University Graduation Requirements

1. Earn a minimum of 120 credit hours (100 level and higher, maximum of 6 continuing education credit hours applicable).
2. Earn a minimum of 30 credit hours in upper-division courses. Lower-division transfer courses accepted as meeting upper-division departmental course requirements cannot be used to fulfill this requirement.
3. Earn 30 of the last 45 credit hours at MWSU in institutional coursework (exclusive of credit by examination).
4. Participate in required departmental and campus wide assessments.
5. Fulfill the Missouri Constitution requirement.
6. Successfully pass the Missouri Higher Education Civics Achievement exam.