

Bachelor of Arts in Entertainment Design

Graphic Design Emphasis Course Curriculum

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CORE COURSES ENTERTAINMENT DESIGN

Required core requirements for Entertainment Design Major....33 hours

COURSE NAME	SEM. HRS.
Studio ART Fundamentals/2-Dimensional Design ART 150	3
Intro to New Media	3
Intro to Microcomputer Applications CIS 170	3
Digital Photography I ART 130	3
Essentials of Theatre Production THR 210	3
Color ART 215	3
Digital Imaging	3
4-D Time-Based Media I	3
Modern Art ART 461	3
Package Design	3
Senior Exhibit ART 491	3

Careers include:

- Graphic designer
- Art director
- Creative director
- Game designer
- Web site designer
- Package designer
- Multimedia artist
- Ad agency owner
- Advertising designer
- Advertising producer
- Marketing manager
- Corporate identity designer
- Editorial graphic designer
- Exhibition designer
- Environmental graphics designer
- Retail identity designer
- Sign system graphic designer
- Web graphics designer
- Production artist
- Campaign strategist
- Positions in:
 - print advertising
 - multimedia advertising
 - production design

GRAPHIC DESIGN EMPHASIS

Additional Graphic Design emphasis required courses.....39 hours

Drawing I ART 160	3
Three-Dimensional Design ART 260	3
Digital Darkroom	3
Web Page Design and Construction CIS 240	3
Computer Graphics and Desktop Publishing CIS 320	3
Two-Dimensional Mixed Media ART 320	3
Typography	3
Poster Design	3
2-D Computer Illustration	3
3-D Computer Animation	3
Exhibit Design	3
Choose one course from the following list:	
Digital Music Production	3
Intro to Music Technology MU 256	3
Choose one course from the following list:	
Introduction to Business BUA 101	3
Business Communications BUA 251	3
Introduction to Mass Communications COM 250	3

General Electives.....3-4 hours

Required General Education Core.....44-45 hours

Choose the following course for the GEC Humanities Requirement:

Enhancing Art Understanding ART 191

120 Hours Required for Graduation