

# GRAPHIC DESIGN BACHELOR OF ARTS

## Program Overview

The Graphic Design program at Drake helps students develop their creative and intellectual potential, explore new ideas and discover career opportunities. The program allows students to develop a personally fulfilling approach to design by focusing on critical thinking and process-oriented explorations. Students are immersed in a professional design environment, develop a broad range of technical skills, and initiate formal and conceptual abilities in preparation for a rewarding career as graphic design professionals. Through the study of fine art, craftsmanship, and design theory coupled with practical experiences, students acquire the knowledge to plan and design visual communications creatively and responsibly.

## B.A. Degree Requirements

The Bachelor of Arts in Graphic Design degree program allows the student to major in graphic design within the context of a liberal arts curriculum. This degree allows the student considerable flexibility in developing a course of study, as it can, in most cases, accommodate a double major or dual-degree programs. This degree track begins with the development of foundational skills in art history, drawing, and visual design and goes on to emphasize the fundamental skills and concepts of the practice of graphic design. The culminating experience for the degree is ART 191 DESIGN PRACTICUM. This course involves the development of a personal identity and the design of a graphic design portfolio in preparation for graduation and entering a profession.

| Code                              | Title                 | Hours     |
|-----------------------------------|-----------------------|-----------|
| ART 013                           | 2-D DESIGN            | 3         |
| ART 014                           | CONSTRUCTING SPACE    | 3         |
| ART 015                           | OBSERVATIONAL DRAWING | 3         |
| ART 100                           | DESIGN ISSUES         | 3         |
| Art History / Studio Art Elective |                       | 3         |
| Art History Elective              |                       | 3         |
| <b>Graphic Design Track</b>       |                       |           |
| ART 050                           | IDEA OF DESIGN        | 3         |
| ART 051                           | TYPOGRAPHY            | 3         |
| ART 052                           | FORM AND CONCEPT      | 3         |
| ART 114                           | INTERACTIVE DESIGN    | 3         |
| ART 191                           | DESIGN PRACTICUM      | 3         |
| Graphic Design Electives          |                       | 9         |
| <b>Total Hours</b>                |                       | <b>42</b> |

In addition to requirements for all undergraduate degrees, which can be found in the Graduation Requirements area of the catalog, Art and Design students must meet the following requirements:

A student is placed on probation if either the cumulative grade-point average or the average in Department of Art and Design courses falls below 2.00 (a "C" average) during any semester in which a student has earned less than 30 total credit hours. A student may be placed on probation for failing to meet the University's standards for satisfactory progress toward completion of degree requirements.

To continue progress toward a Department of Art and Design degree, a student must have at least a 2.5 cumulative grade-point average and a 2.5 GPA in the Department of Art and Design courses at the end of the academic term in which the student completes the 30th credit hour. For transfer students, the 30th-hour GPA must be based upon at least 15 credit hours earned at Drake. Students who achieve the 2.5 GPA at the 30th-hour level are placed on probation if their GPAs fall below 2.5 in a subsequent semester. If the GPA is not raised to 2.5 or better after the probationary semester, the student may not continue in the Department of Art and Design or re-enroll later.

In addition to programmatic requirements, students are responsible for satisfying all requirements of the Drake Curriculum (<https://catalog.drake.edu/archive/2024-2025/undergraduate/academic-information/drake-curriculum/>), including Areas of Inquiry (AOI)

Student must also satisfy university graduation requirements (<https://catalog.drake.edu/archive/2024-2025/undergraduate/academic-information/graduation-requirements/>) for all undergraduate students..