

GRAPHIC DESIGN BACHELOR OF FINE 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.F.A. Degree Requirements

The Bachelor of Fine Arts degree is a specialized four-year undergraduate program, which prepares students specifically in the common body of knowledge and skills required for a career in graphic design. It is a professional degree with the majority of credits dedicated to design or design-related course work. BFA Design students become adept in the creation and development of visual form with an understanding of the principles of visual organization and composition, information hierarchy, symbolic representation, typography, and the construction of meaningful images. They develop an understanding of the tools, technology, and mediums of the design profession and professional design practices. At the end of the junior year, BFA students take part in reviews with the faculty of the department and have the option of participation in a senior exhibition. In their last semester, students take the capstone experience, ART 191 DESIGN PRACTICUM, which 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 and Design Studio Courses		
2-D Course Elective		3
3-D Course Elective		3
2-D or 3-D Course Elective		3
Art and Design History Courses		
ART 100	DESIGN ISSUES	3
Lower level Art History Elective		3
Upper level Art History Electives		6
Art & Design Electives (any ART prefix course)		12
Graphic Design Track		
ART 050	IDEA OF DESIGN	3
ART 051	TYPOGRAPHY	3
ART 052	FORM AND CONCEPT	3
ART 114	INTERACTIVE DESIGN	3
ART 115	ADVANCED TYPOGRAPHY	3
ART 116	CONTENT AND AUDIENCE	3
ART 191	DESIGN PRACTICUM	3

Graphic Design Electives	12
Total Hours	75

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..