PROGRAM HIGHLIGHTS

Learn to create transformative design work through a creative process fueled by human-centered investigation and collaboration. From your first studio, you will begin to:

- Understand how research, people, context and strategy play crucial roles when designing a variety of mediums.
- Work collaboratively with peers on client projects. (Past clients include the Franklin Institute, Georgia Pacific and the National Constitution Center.)
- Learn to use typography, space, layout, illustration, photography, color and technology to create impactful communications.
- Work across disciplines and collaborate with faculty and students from diverse areas of expertise in nationally ranked programs.
- Learn from prominent design professionals at annual workshops, lectures and guest critiques.
- Develop design interests through specialized electives in Information Design, Package Design, Design for Social Innovation, Virtual and Augmented Reality and more.

Jefferson.edu/BSGraphicDesign
## Curriculum

### Year 1
- Pathways Seminar
- Writing Seminar I: Written Communication
- Debating U.S. Issues
- Science
- Mathematics
- Physical Education or Community Service
- Integrative Design Process
- Design Essentials
- Drawing Essentials
- Design 2: Intro to Graphic Design
- Digital Imaging/CAD
- History of Western Art I

### Year 2
- Ethics
- Global Diversity
- Writing Seminar II: Multimedia Communication
- Science (Select one DECSYS)
- Business Models
- Design 3: Intro to Typography
- Design 4: Advanced Typography
- Intro to Photography for Graphic Design
- History of Western Art II
- History of Graphic Design

### Year 3
- American Diversity
- Global Citizenship
- Debating Global Issues
- Integrative Seminar
- Design 5: Branding
- Design 6: Advanced Branding
- Foundation in Web Design & Strategy
- Graphic Design Theory
- Free Elective (3 credits)
- Principles of Marketing

### Year 4
- Capstone Folio Workshop
- Design 7: Systems Design Integration
- Design 8: Capstone Graphic Design
- Graphic Design Electives (6 credits)
- Integrated Marketing Communications
- Free Electives (6 credits)