



**GRAPHIC
DESIGN x
NEW ART
MEDIA
DEGREE**

**DEPARTMENT OF ART X DESIGN
UNIVERSITY OF NORTH DAKOTA
BA OR BFA AND MFA DEGREES**

undd.ad.com
701 777 2257

**University of North Dakota
Department of Art x Design
Hughes Fine Arts Center
3350 Campus Rd. Stop 7099
Grand Forks, ND 58202**

BEA DESIGNER

UND'S GDNAM PROGRAM

Graphic Design and New Art Media (GDNAM) Degree is the only Bachelor of Fine Arts (BFA) program in our region offering instruction in editorial layout and binding, web design and coding (a requirement for all professional graphic designers), as well as letterpress, the traditional printing technique that is used today by many graphic designers.

The BFA in Graphic Design and New Art Media (GDNAM) is a professional program that prepares students for an aesthetically challenging and lucrative employment in either a graphic design firm, a magazine, or with various corporations as in-house graphic and new media designers. Upon completion of this degree program students should possess a marked level and refinement of digital media tools, artistic practices, composition and typography, various methods for producing imagery, a developed vocabulary of art and design terms, and an elevated understanding of historical trends and theories in the field of graphic design. This knowledge serves as the platform for developing the formal and conceptual bases for the body of art and design works presented in their professional exhibition.

The mission of the BFA Degree in Graphic Design and New Art Media was developed with the following objectives in mind: to adequately prepare students for professional practice in

PUSH BOUNDARIES

graphic design; to provide training in new art (digital) media that are utilized in the graphic design field; to prepare graphic design students to think creatively through the use of up-to-date digital media as primary tools of artistic expression; to provide an in-depth visual arts background in conjunction with training in graphic design; and to instill in students the concept of “the artist as designer.”

The BFA in Graphic Design and New Art Media Degree Program guides students to think as visual artists as they explore and develop mediated images in creative, ethical, and diverse ways. We encourage students to think about ethics as well as aesthetics and technical training and to recognize a professional responsibility in those areas of society where graphic designers and artists hold conspicuous influence. Graphic Design and New Art Media students are taught to use ethical frameworks when creating, producing, or disseminating images. Graduates of the program are prepared for advanced studies in graduate programs in graphic design and new art media, and to enter the field of graphic design. These goals are accomplished through a curriculum that includes hands-on experiences and academic seminars as a vehicle for the investigation of graphic design and new art media.

The BFA in Graphic Design and New Art Media Degree Program is a professional program that prepares students to be both

appreciators and practitioners in the field of graphic design and new art media. All aspects of the program contribute to prepare students to produce a cohesive body of art and design works that expresses a personal creative voice as the culmination of their studies.

WHAT IS GRAPHIC DESIGN

The American Institute of Graphic Arts (AIGA) and National Association of Schools of Art and Design (NASAD) define graphic design as the profession that plans and executes the design of visual communication according to the needs of audiences and the context for which communication is intended.

Graphic designers work in:

- advertising agencies
- interactive media firms
- museums
- public relations firms
- cultural centers
- television stations
- film and video industries
- in-house design/media departments
- publishing companies
- retail stores
- environmental design firms
- university presses
- not for profit organizations
- hospitals
- digital/web design firms

THINK DIFFERENT

Graphic designers work as production artists, junior or senior graphic designers, art directors, creative directors, freelance designers, web designers, web developers, typographers, multimedia designers, packaging designers, environmental designers, illustrators, and exhibition designers.

Graphic design and new art media encompasses graphic design created with new media technologies. The graphic design field of study is the art of composing visual and textual content; forming logos, business cards, packaging, posters, magazines, newspapers, catalogs, brochures, books, informational graphics, signage, CD covers, letterpress printing, and web designs. New Art Media is the interaction between technology, images, and the web to produce design. It includes web development, computer generated content, and multimedia programs.

DESIGN CREATIVELY

BACHELOR OF FINE ARTS

The Bachelor of Fine Arts (BFA) in Graphic Design and New Art Media (GDNAM) Degree Program is a professional undergraduate program that is approved by the National Association of Schools of Art and Design (NASAD). The BFA is recognized as the professional degree by NASAD and the American Institute of Graphic Arts (AIGA), the professional association for design, for preparation as a professional in graphic design.

Curriculum requirements for professional degree programs in graphic design include: 25-35% of studies in graphic design; 20-30% of studies in visual arts; 10-15% of studies in art and graphic design history.

The Department of Art and Design's undergraduate BFA in Graphic Design and New Art Media provides quality educational experiences to students and promotes critical thinking and creative visual skills based upon historical and contemporary trends and theories, and technical skills in the field of graphic design and new art media.

**GOOD DESIGN
IS INNOVATIVE
BAD DESIGN IS
EVERYWHERE**

YOUR FUTURE

TUITION AND FEES 2016

Full time rates are for 12 credits, one term only (fall or spring). If you are planning to change your residency status, you must apply and be approved for the residency change within 30 days of the first class day of the semester. If you successfully change your residency within this time period, your tuition amount will be eligible for adjustment to your new resident status for the current semester.

Refunds/credits will not be given for terms the student attended prior to approval of the application for the North Dakota Resident Tuition Rate.

Undergraduate Students

Residency	Per Credit	Full Time
ND Resident	\$331.85	\$3,982.34
MN Reciprocity	\$364.61	\$4,375.34
Contiguous	\$468.26	\$5,619.34
Non-Resident	\$787.46	\$9,449.34

YOUR CAREER

MINNESOTA RESIDENCY

Residents of Minnesota and their dependents may attend a North Dakota state institution of higher learning and pay a special tuition rate that is lower than the normal non-resident rate.

CONTIGUOUS RESIDENCY

Residents of Montana, Manitoba, Saskatchewan, and South Dakota may attend UND and pay a special tuition rate.

**GRAPHIC
DESIGN
NEW ART
MEDIA
PROGRAM**
STATUS SHEET AND
PROGRAM OF STUDY



BFA STATUS SHEET (AY 2013)

UNIVERSITY OF NORTH DAKOTA
DEPARTMENT OF ART x DESIGN

2D Graphic Design, Printmaking, Photography, Painting, Drawing.

3D Ceramics, Jewelry and Metalsmithing, Sculpture.

2D or 3D Mixed Media and New Art Media may qualify in either category (see academic adviser).

New Art Media Any studio art course utilizing digital technology might qualify (see academic adviser).

Credits needed to graduate:	125
Essential Studies:	39
GDNAM Major:	78
	117

***You will still need 8 electives to reach 125**

Students may crossover classes to fulfill both Essential Studies as well as GDNAM major requirements with the same course; however, the credits earned cannot be counted twice.

An "application for status report" from the College of A&S is suggested two semesters before graduation to audit your Essential Studies (<http://arts-sciences.und.edu/students/status-report.cfm>). You must meet with your adviser to audit your GDNAM credits. It is each student's responsibility to review and keep current regarding the number and type of courses needed for graduation. Meet with your adviser on a regular basis.

Student Name	Date
ID # _____ e-mail _____	
address _____ phone _____	
Adviser meeting dates _____	

Adviser Name

1. Application has been accepted to BFA in GDNAM:

If Yes, date accepted _____

Note: While students may declare GDNAM as their major, it is only through a formal application process that they are admitted to the program. Discuss this process with your adviser.

2. Annual Review Dates (one required): _____

3. Date BFA Exhibition scheduled (Art & Design office): _____

4. Expected Graduation Date: _____

ESSENTIAL STUDIES (ES)

Essential Studies (ES) is the academic core of the university experience. The courses offered in the Essential Studies program provide broad and diverse perspectives and help students acquire essential intellectual skills. All ES courses contribute to breadth of knowledge. The ES program includes courses that introduce students to academic fields within Communication, Social Science, Arts and Humanities, and Math/Science/Technology. At the same time while courses are selected across these subject areas, students will be choosing courses that are designed to help them achieve these goals:

- *Thinking and Reasoning: Use critical thinking, quantitative reasoning, and creative thinking;*
- *Communication: Communicate effectively, both orally and in writing;*
- *Information Literacy: Access and evaluate information in a variety of contexts;*
- *Diversity: Understand and apply knowledge of social-cultural diversity.*

ESSENTIAL STUDIES (ES) SPECIAL EMPHASIS

Special Emphasis Areas—Courses in the Special Emphasis areas provide students with opportunities for intensive focus on particular Essential Studies' goals to help prepare them to meet the challenges of the ever-changing world in which we live. Students should check to see if the following have been met:

- *Student has completed the 39 required ES credits.*
- *Student has met the Oral Communication requirement: (O) 3 credits*
- *Student has met the Social-Cultural Diversity requirement: United States (U) 3 credits*
- *Student has met the Social-Cultural Diversity requirement: Global (G) 3 credits*
- *Student has met the Quantitative Reasoning requirement: (Q) 3 credits*
- *Student has met the Advanced Communication requirement: (A) 3 credits*
- *Student has completed the Capstone requirement: (C) 3 credits*
- *At least 36 credits (of the total required for graduation) are in upper division (300 level or above) courses.*

This worksheet is prepared to help students better understand the University's Essential Studies program and to measure their own progress in meeting its requirements.

Essential Studies (ES) | ES REQUIREMENTS | 39 credits
Crossover Fine Arts requirements for additional electives.

Communication (9)	CR	SEM	GRADE	Math, Science, Technology (9)	CR	SEM	GRADE
English 110	(3)	___	___	Math, Science, or Tech	(2)	___	___
English 120 or 125	(3)	___	___	Math, Science, or Tech	(3)	___	___
(O) Oral Communication	(3)	___	___	Science with Lab	(4)	___	___

Social Sciences (9)	CR	SEM	GRADE	Arts & Humanities (9)	CR	SEM	GRADE
Social Sciences	(3)	___	___	Fine Arts (Art 112,130,230,260)	(3)	___	___
Social Sciences	(3)	___	___	Humanities	(3)	___	___
Social Sciences	(3)	___	___	Fine Arts or Humanities (Art 112,130,210,211,230,260)	(3)	___	___

Senior Capstone (3)	CR	SEM	GRADE
(A) Capstone (Art 498 "Sem. in A&D")	(3)	___	___

BFA in Graphic Design & New Art Media | MAJOR REQUIREMENTS | 78 credits
BFA students must earn a cumulative B average or better in ALL Art & Design courses.

Core Requirements (15)	CR	SEM	GRADE	Studies in Graphic Design & New Art Media (24)	CR	SEM	GRADE
Art 112. Basic Design	(3)	___	___	Art 273. GD Foundations	(3)	___	___
Art 114. Visual Persuasion	(3)	___	___	Art 382. Typography	(3)	Fa	___
Art 130. Drawing I	(3)	___	___	Art 480. Advanced GD (repeatable)	(3)	___	___
Art 210. History of Art I	(3)	___	___	GDNAM Elective (Advanced)	(3)	___	___
Art 211. History of Art II	(3)	___	___	GDNAM Elective (Advanced)	(3)	___	___
				GDNAM Elective (Web Design)	(3)	___	___
				Art 481. Graphic Design Internship	(3)	___	___
				Art 494. Prof. Exhib. (1yr before grad.)	(3)	Sp	___

Add'l. Supportive Courses (12)	CR	SEM	GRADE	Studies in Art History (9)	CR	SEM	GRADE
Art 240. Printmaking I	(3)	___	___	Art 413. History of Graphic Design	(3)	Sp	___
Art 245. Black & White Photo I	(3)	___	___	400 Level Art History Elective	(3)	___	___
Art 260. Color Photography	(3)	___	___	400 Level Art History Elective	(3)	___	___
Art 272. Timebased Media I	(3)	___	___				

Art Elective (9)	CR	SEM	GRADE	Studies in Studio Art (9)	CR	SEM	GRADE
(Art 491 "Special Topics" include Letterpress, Web Design (level 1 and 2), Graphic Design Production (level 1 and 2))				Outside Graphic Design Emphasis			
300/400 Art/GDNAM Elective (Web)	(3)	___	___	230. Drawing II	(3)	___	___
300/400 Art/GDNAM Elective (Ltrp.)	(3)	___	___	200/300 2D/3D Studio Art Elective	(3)	___	___
300/400 Art/GDNAM Elective (Prod.)	(3)	___	___	200/300 2D/3D Studio Art Elective	(3)	___	___

ADDITIONAL REQUIREMENTS | 8 credits
Preferably in Graphic Design.

Electives (8)	CR	SEM	GRADE	Special Emphasis	CR	CLASS
Elective in any Department	(3)	___	___	Oral Communication (O)	(3)	___
Elective in any Department	(3)	___	___	Social-Cultural Diversity: United States (U)	(3)	___
Elective in any Department	(2)	___	___	Social-Cultural Diversity: Global (G)	(3)	___
				Quantitative Reasoning (Q)	(3)	___
				Advanced Communication (A)	(3)	___

BFA in Graphic Design & New Art Media | PROGRAM OF STUDY | 125 credits

First Semester (15)			CR	SEM	GRADE	Second Semester (15)			CR	SEM	GRADE
Art 112. Basic Design	(3)	___	___			Art 211. History of Art II	(3)	___	___		
Art 114. Visual Persuasion	(3)	___	___			Art 130. Drawing I	(3)	___	___		
Art 210. History of Art I	(3)	___	___			Art 273. Graphic Design Foundations	(3)	___	___		
Essential Studies Requirement	(3)	___	___			Essential Studies Requirement	(2)	___	___		
Essential Studies Requirement	(3)	___	___			Essential Studies Lab Requirement	(4)	___	___		
Third Semester (18)			CR	SEM	GRADE	Fourth Semester (17)			CR	SEM	GRADE
Art 240. Printmaking I	(3)	___	___			Art 260. Color Photography	(3)	___	___		
Art 245. Black & White Photo I	(3)	___	___			Art 272. Timebased Media I	(3)	___	___		
Art 230. Drawing II	(3)	___	___			Art 480. Advanced Graphic Design	(3)	___	___		
Art 382. Typography	(3)	___	___			200/300 2D/3D Elec. (<i>Letterpress</i>)	(3)	___	___		
Essential Studies Requirement	(3)	___	___			Essential Studies Requirement	(3)	___	___		
Essential Studies Requirement	(3)	___	___			Essential Studies Requirement	(3)	___	___		
Fifth Semester (16)			CR	SEM	GRADE	Sixth Semester (15)			CR	SEM	GRADE
GDNAM Elective (<i>Advanced</i>)	(3)	___	___			GDNAM Elective (<i>Web</i>)	(3)	___	___		
300/400 Art/GD Elective (<i>Web</i>)	(3)	___	___			300/400 Art/GD Elective (<i>Production</i>)	(3)	___	___		
400 Level Art History Elective	(3)	___	___			Art 413. History of Graphic Design	(3)	___	___		
Elective in any Department	(3)	___	___			Art 494. Professional Exhibition	(3)	___	___		
Essential Studies Requirement	(3)	___	___			200/300 2D/3D Studio Art Elective	(3)	___	___		
Seventh Semester (15)			CR	SEM	GRADE	Eighth Semester (14)			CR	SEM	GRADE
GDNAM Elective (<i>Advanced</i>)	(3)	___	___			300/400 Art/GD Elective (<i>Production</i>)	(3)	___	___		
Art 481. Graphic Design Internship	(3)	___	___			Elective in any Department (<i>Show</i>)	(3)	___	___		
Elective in any Department (<i>Show</i>)	(3)	___	___			Elective in any Department	(2)	___	___		
400 Level Art History Elective	(3)	___	___			Art 498. Seminar in Art & Design Cap.	(3)	___	___		
Essential Studies Requirement	(3)	___	___			Elective in any Department	(3)	___	___		
						BFA Exhibition	(0)	DATE	___		

CROSSOVER REQUIREMENTS

Additional six credits needed due to crossing over classes.

Arts & Humanities (9)		CR	CROSSOVER	Electives (14)		CR	SEM	GRADE
(Fine Arts) (Art 112,130,230,260)	(3)	Crossover	→	Elective in any Department	(3)	___	___	
(Fine Arts) (Art 112,130,210,211,230,260)	(3)	Crossover	→	Elective in any Department	(3)	___	___	
(Humanities)	(3)			Elective in any Department	(3)	___	___	
				Elective in any Department	(3)	___	___	
				Elective in any Department	(2)	___	___	

The public is more familiar with bad design than good design. They are, in effect, conditioned to prefer bad design, because that is what they live with. The new becomes threatening, the old reassuring.

Paul Rand—Graphic Designer