

HERZING

BACHELOR OF SCIENCE IN GRAPHIC DESIGN WITH A CONCENTRATION IN WEB DESIGN (BSGRDWD)

PROGRAM DESCRIPTION

The Bachelor of Science in Graphic Design With a Concentration in Web Design program employs an integrated and coherent approach that prepares students with the necessary academic knowledge and technical competencies required for a wide range of positions in Web design. The curriculum is focused on designing and producing work for the World Wide Web, television, cinema, multimedia, and digital entertainment. This degree enables students to specialize in topics appropriate for an entry-level position in web design.

PROGRAM OBJECTIVES

Upon completion of their program, the student should be able to:

1. Demonstrate a working knowledge of web design production tools and design systems.
2. Demonstrate the use of type, imagery, and appropriate technologies and techniques when designing for the web.
3. Create and maintain a portfolio appropriate for an entry-level position in web design.
4. Demonstrate appropriate uses of different color modes, including RGB, CMYK, and spot colors.
5. Demonstrate the entire creative design and production process from research to delivery of final product or publishing of a website.
6. Demonstrate the principles and elements of design as they relate to web design.
7. List and describe features of the five families of type, and demonstrate using the appropriate font choices for web design.
8. Identify career opportunities in graphic design.
9. Identify artists, techniques, and works of art from different periods of history.
10. Communicate effectively to both individuals and groups, visually, orally, and in writing.
11. Think critically at a conceptual level and by using mathematical analysis as well as the scientific method; write and speak effectively; use basic computer applications; and understand human behavior in the context of the greater society in a culturally diverse world.

POTENTIAL JOB POSITION TITLES

Potential entry-level job position titles include graphic designer, web designer, and multimedia specialist.

PROGRAM CONTENT

A minimum of 124.00 semester credit hours is required for graduation.

REQUIRED CORE GRAPHIC DESIGN COURSES

All courses, 42.00 semester credit hours, are required.

Course Number	Course Name	Prerequisite	Credit Hours
BU 106	Introduction to Management	None	3.00
GA 101	Graphic Design Fundamentals	GA 102	3.00
GA 102	Introduction to Digital Design Applications	None	3.00
GA 104	Illustration Fundamentals	None	3.00
GA 105	Digital Photography—Introduction	GA 102	3.00
GA 201	Color Theory in Design	GA 102	3.00
GA 205	Diagrammatic Design	GA 102	3.00
GA 212	Introduction to Typography	GA 102	3.00
GA 215	Web Design Fundamentals	GA 105	3.00

Course Number	Course Name	Prerequisite	Credit Hours
GA 235	Corporate Identity Design	GA 201	3.00
GA 245	Web in Motion	GA 215	3.00
GA 285	Sophomore Portfolio Assessment	2nd year/Sophomore	3.00
GA 315	Advanced Dynamic Websites	GA 245	3.00
HU 320	Art History	None	3.00

REQUIRED COURSES IN WEB DESIGN

All courses, 24.00 semester credit hours, are required.

Course Number	Course Name	Prerequisite	Credit Hours
GA 220	Pixel Based Images	GA 102	3.00
GA 307	Advanced Digital Imaging	GA 220	3.00
GA 322	Managing Web and Interactive Media	GA 215, GA 245 and GA 315	3.00
GA 335	Web Design II	GA 215	3.00
GA 342	Rich Media	GA 322	3.00
GA 405	New Media Design: Across Mediums	GA 322 and GA 342	3.00
GA 415	Web Design III/Advanced Coding	GA 335	3.00
GA 420	Online Portfolio Design	GA 315	3.00

OPEN ELECTIVE COURSES

A minimum of 15.00 semester credit hours of open electives is required.

REQUIRED CAPSTONE OR INTERNSHIP

4.00 semester credit hours are required.

Course Number	Course Name	Prerequisite	Credit Hours
GA 490	Capstone Project	Final semester	4.00
GA 494	Internship	Final semester and PD 214	4.00

REQUIRED COURSES IN GENERAL EDUCATION

Students enrolled in this bachelor's degree must complete a minimum of 37.00 semester credit hours in general education distributed among the following disciplines. A minimum of 9.00 semester credit hours must be upper level (300- to 400-level courses). Refer to the General Education section of the catalog for Herzing University courses that would satisfy these requirements. *

- 1.00 Semester Credit Hour in Information Literacy
- 6.00 Semester Credit Hours in English Composition or Literature
- 3.00 Semester Credit Hours in Speech
- 4.00 Semester Credit Hours in Computer Applications ♦
- 7.00 Semester Credit Hours in Mathematics (College Algebra or Above)
- 4.00 Semester Credit Hours of Natural Science With a Lab Component ▲
- 3.00 Semester Credit Hours in Social or Behavioral Science
- 3.00 Semester Credit Hours in Humanities With a Critical Thinking Focus ** ♦
- 3.00 Semester Credit Hours in Cultural Diversity
- 3.00 Semester Credit Hours in General Education Electives ♦

- * Transfer students may transfer courses that are within 1.00 semester credit hour of the courses listed above to meet these discipline requirements. Any resulting deficiency in the total of 37.00 semester credit hours required in general education may be made up with general education electives from any of the listed disciplines.
- ** A course with a critical thinking focus would be a course that addresses the theories and application of critical analysis with an emphasis on developing sequential reasoning skills. Examples may be courses in critical thinking, philosophy, logic, or science.
- ◆ The state of Minnesota requires a minimum of 30.00 semester credit hours of general education for bachelor's degrees, not counting computer applications. However, all Herzing University students in the BSGRDWD program must complete a minimum of 37.00 semester credit hours in general education, including computer applications, to complete the requirement for graduation from this bachelor's degree program. Minnesota students must complete at least 4.00 semester credit hours of general education in the humanities.

▲ REQUIRED NATURAL SCIENCE WITH LAB COMPONENT

Students must take the following Herzing University courses to satisfy this requirement

Course Number	Course Name	Prerequisite	Credit Hours
SC 242	Anatomy for Artists	Corequisite SC 242L	3.00
SC 242L	Anatomy for Artists Lab	Corequisite SC 242	1.00

PERSONAL AND PROFESSIONAL DEVELOPMENT COURSES

2.00 semester credit hours are required. Students taking the GA 494 Internship must also take PD 214.

Course Number	Course Name	Prerequisite	Credit Hours
PD 121	Professional Development I	None	1.00
PD 202	Professional Development II	None	1.00
PD 214	AS/AAS/BS/Diploma Internship Preparation	None	0.00

For more information about our graduation rates, the median debt of students who completed the program, and other important information, please visit our website at <http://www.herzing.edu/academics/graphic-design>