Graphic Design Program: Overview

Faculty: Alejandro, Chak, Haikes

Visual Arts Major (BFA degree) with a specialization in Graphic Design
The College of New Jersey offers a BFA in Visual Arts with three specializations: Graphic Design through the Department of Design and Creative Technology; Fine Art, and Photography and Video through the Department of Art & Art History.

The Graphic Design specialization is grounded in a strong foundation of core courses, which then allows students to narrow and intensify their focus as they acquire more and diverse skills and as they mature as professional designers. It provides conceptual, theoretical, and technical problem solving skills in the field of visual communication and prepares students to be creative, collaborative, and critical so that they can succeed in the competitive design profession.

We approach the profession as an interdisciplinary, trans-media field that is rooted in art, design, and visual culture. Students will develop their unique personal visions, and cultivate a sense of social responsibility as designers contributing to our mass culture, as they become creators and interpreters of the environment in which we live. They will be able to perceive and adapt to changing cultural and technological demands and to the fast growing design profession. In addition, our program integrates the college's outstanding liberal arts courses with a rigorous design curriculum. Students with a graphic design specialization will choose either the print media track or digital media track. The rigorous and integrated curriculum includes coursework in typography, image-making, theories and history, web, app and multimedia design, and a strong foundation in research methodologies including design thinking and user experience design. There is a wide range of employment opportunities for designers such as book and publication design, advertising, branding and identity system, packaging, information design, as well as design for digital environments including UI/UX, motion design, app and web design.

After completing the specialization, students will be able to demonstrate knowledge and skills in the following areas: creative problem solving, use of technology and relevant traditional skills, understanding of history and contemporary issues, visual and critical research, writing and communication skills. Additionally, they will have begun a prolific creative practice. The graphic design specialization takes advantage of the College's proximity to major design studios in New York, Philadelphia, and Washington to broaden students' exposure to current trends and traditional concepts and techniques.

Independent study is available to upper-level art majors with three courses in a studio or lecture area in which they have earned a minimum 2.5 GPA. A minimum of 12 course units must be taken in the Department of Design & Creative Technology and the Department of Art & Art History at The College of New Jersey. Personal advisement and portfolio preparation counseling are available to those students who wish to prepare for graduate school.

The College of New Jersey is an accredited institutional member of the National Association of Schools of Art and Design.

Admission Requirements for Visual Arts with a specialization in Graphic Design
Acceptance to the Visual Arts with a specialization in Graphic Design requires a successful portfolio review as well as admission by the College. After the department has received a copy of the student's application from the Office of Admissions, it will review the student's portfolio on Slideroom. Candidates for Spring term admission and early-decision Fall term admission are reviewed in November. Candidates for Fall term admission are reviewed from December through March.

In order to be considered for admission into the Visual Art with a specialization in Graphic Design, applicants must:

> **Apply to TCNJ:** For more information about the submission process to the college, please visit our Admissions Website: https://admissions.tcnj.edu/apply/
>
> **Submit a Portfolio:** Students should submit work through Slideroom: https://tcnj.slideroom.com/#/Login. The portfolio should consist of the following three components:
> > a) Digital images of 12 works of art
> > b) A numbered list indicating the title, materials and dimensions of the work
> > c) A one-page personal essay

Images
Professional presentation of the work is important. Please present documentation that is in-focus, well-lit and shows your best work. Contact the Department of Design and Creative Technology for up-to-date specifications about file format and size limitations.

All work must be original, demonstrating the applicant's technical skills, creativity, and aesthetic ability. Portfolio may feature drawings, design, computer graphics, photography, video, sculpture, or mixed-media. Copies of other artists' work including anime, cartoons, graffiti or tattoos should not be included in the portfolio. If possible, please also include at least one image from a sketchbook.

Image List
Include a numbered image list along with your submitted work. Indicate your name, date of completion, materials, and dimensions of the individual pieces.

Internal Transfer

Transfer into the Graphic Design Specialization from another program within the College is based upon a successful portfolio review. E-mail the department (dct@tcnj.edu) for a link to the portfolio submission form.

Upon notification of a successful portfolio review, students have 45 business days to submit the change-of-major form (available on the department website as well as the site for the Office of Records and Registration)

Retention, and Exit Standards

Every major program at the College has set standards for allowing students to remain and to graduate from a program. The following are the standards for the Graphic Design specialization.
- Retention in the Graphic design specialization is based on successful completion of the AAV 200-Sophomore Review, and C in all critical content courses (AAV 253 and AAV 358)
- Graduation requires a GPA of 2.0 and a minimum grade of C- in all major courses.

Student Organization: AIGA-TCNJ Student Group

AIGA-TCNJ is a student group of the American Institute of Graphic Design (AIGA), the national professional association for design. Formed in 2012, AIGA-TCNJ Student Group strives to bring together all students interested in the graphic arts and promote design culture on campus. The group also holds design focused events and fundraisers.

Foundation Core Courses (6 courses, offered through the Department of Art & Art History)
AAV   102/Visual Thinking
AAV   111/Drawing
AAV   112/2-D
AAV   113/3-D
AAV   130/Photography 1
AAV   140/4-D

Specialization Requirements (12 courses)

GRAPHIC DESIGN REQUIRED CORE (5 courses)
AAV   350/ History of Graphic Design
AAV   251/Design Fundamentals
AAV   252/Typography
AAV   253/Conceptual Image
AAV   255/Web 1

PRINT MEDIA TRACK ADVANCED COURSES (3 courses)
AAV   352/Advanced Typography
AAV   353/3-D Graphic Design
AAV   354/Identity

DIGITAL MEDIA TRACK ADVANCED COURSES (3 courses)
AAV   355/Web 2
AAV   356/Motion Graphics
AAV   357/User Interface / User Experience

STUDIO ELECTIVES (2 courses)

Both Print & Digital Media Tracks
Any studio courses at the 200 or 300-level offered in the Department of Design and Creative Technology or Department of Art & Art History) including graphic design courses which are not required within the tracks.

CAPSTONE (3 courses)
AAV   358/Theories & Practice in Graphic Design
AAV   458/Professional Practice in Graphic Design
AAV   459/Graphic Design Senior Portfolio

Art History (3 courses)
AAH   252/ 20th Century European and American Art
AAH   XXX/ 200 or 300-level art history course in European Tradition
AAH   XXX/ Non-Western art history

Recommended First-Year Program of Study: Graphic Design Specialization

First Semester

*FYW First Year Writing or FYS First Year Seminar	1 course unit
AAV 111/Drawing	1 course unit
AAV 112/2-D	1 course unit
AAV 130/Photography 1	1 course unit

Second Semester

AAV 102/Visual Thinking	1 course unit
AAV 113/3-D	1 course unit
AAV 251/Design Fundamentals	1 course unit
*FYS First Year Seminar or Liberal Learning	1 course unit

*First Year Writing and First Year Seminar are based on placement.
Students who are exempt from FYW will take their FYS in the fall and a liberal learning course in the spring.*

Recommended Second-Year Program of Study: Graphic Design Specialization

First Semester

AAV 140/4D	1 course unit
AAV 252/Typography	1 course unit
Art History	1 course unit

Elective/Liberal Learning/Courses in minor	1 course unit

Second Semester

AAV 350 History of Graphic Design	1 course unit
AAV 255/Web 1	1 course unit
AAV 253/Conceptual Image	1 course unit
Art History	1 course unit
Sophomore Review	0 course unit

Total for Year: **8 course units**

Recommended Third-Year Program of Study: Graphic Design Specialization, Print Media Track

First Semester

AAV 352/Advanced Typography or AAV 353/3-DGD,	1 course unit
AAV Studio Elective	1 course unit
AAH Art History	1 course unit
Elective/Liberal Learning/Courses in minor	1 course unit

Second Semester

AAV 354/Identity	1 course unit
AAV 358/Theories & Practice in Graphic Design	1 course unit
Elective/Liberal Learning/Courses in minor	1 course unit
Elective/Liberal Learning/Courses in minor	1 course unit

Total for Year   **8 course units**

Recommended Third-Year Program of Study: Graphic Design Specialization, Digital Media Track

First Semester

AAV 356/Motion Graphics or AAV 355 Web 2	1 course unit
AAV Studio Elective	1 course unit
AAH Art History	1 course unit
Elective/Liberal Learning/Courses in minor	1 course unit

Second Semester

AAV 357/ User Interface / User Experience	1 course unit
AAV 358/Theory & Practice in Graphic Design	1 course unit
Elective/Liberal Learning/Courses in minor	1 course unit
Elective/Liberal Learning/Courses in minor	1 course unit

Total for Year   **8 course units**

Recommended Fourth-Year Program of Study: Graphic Design Specialization Print Media Track

First Semester

AAV 352/Advanced Typography or AAV 353/3-DGD	1 course unit
AAV 458/Professional Practice in Graphic Design	1 course unit
Elective/Liberal Learning/Courses in minor	1 course unit

Elective/Liberal Learning/Courses in minor   1 course unit

Second Semester

AAV 459/Graphic Design Senior Portfolio   1 course unit
Internship or studio elective   1 course unit
Elective/Liberal Learning/Courses in minor   1 course unit
Elective/Liberal Learning/Courses in minor   1 course unit

Total for Year   **8 course units**

Recommended Fourth-Year Program of Study: Graphic Design Specialization, Digital Media Track

First Semester
AAV   356/ Motion Graphics or AAV 355 Web 2   1 course unit
AAV   458/Professional Practice in Graphic Design   1 course unit
Elective/Liberal Learning/Courses in minor   1 course unit
Elective/Liberal Learning/Courses in minor   1 course unit

Second Semester
AAV   459/Graphic Design Senior Portfolio   1 course unit
Internship or studio elective   1 course unit
Elective/Liberal Learning/Courses in minor   1 course unit
Elective/Liberal Learning/Courses in minor   1 course unit

Total for Year   **8 course units**

Graphic Design Minor

For All Majors except Interactive Multimedia, Art Education, and Visual Arts Majors with specializations in Fine Art or Photography and Video
AAV   350/History of Graphic Design   1 course unit
AAV   251/Design Fundamentals   1 course unit
Choose one of the following: 1 course unit
        AAV 102/Visual Thinking
        AAV 111/Drawing
        AAV 112/2-D (recommended)
        AAV 130/Photography
        AAV 140/4-D
 Choose one of the following: 1 course unit
        AAV 252/Typography
        AAV 253/Conceptual Image
        AAV 255/Web 1

Choose a 300-level GD course from the list below   1 course unit

For Art Education and Visual Arts Majors with specializations in Fine Art or Photography and Video

AAV 350/History of Graphic Design	1 course unit
AAV 251/Design Fundamentals	1 course unit
Choose one of the following:	1 course unit

      AAV 252/Typography
      AAV 253/Conceptual Image
      AAV 255/Web 1

Choose a 300-level GD course from the list below   1 course unit
(The fifth course is fulfilled by the foundation courses taken within the major)

For Interactive Multimedia Majors

AAV 350/History of Graphic Design	1 course unit
AAV 251/Design Fundamentals	1 course unit
AAV 255/Web 1 (can be fulfilled by IMM 130)	1 course unit

Choose one of the following: 1 course unit
      AAV 252/Typography
      AAV 253/Conceptual Image

      Choose a 300-level GD course from the list below   1 course unit

Graphic Design Courses
AAV 251 Design Fundamentals
AAV 252 Typography
AAV 253 Conceptual Image
AAV 255 Web 1
AAV 350 History of Graphic Design
AAV 351 Independent Research in Graphic Design
AAV 352 Advanced Typography
AAV 353 3-D GD
AAV 354 Identity
AAV 355 Web 2
AAV 356 Motion Graphics
AAV 357 User Interface / User Experience
AAV 358 Theories and Practice in Graphic Design
AAV 391 Independent Study in Visual Arts
AAV 399 Internship in Visual Arts
AAV 457 Design Center
AAV 458 Professional Practice in Graphic Design
AAV 459 Senior Portfolio