Graphic Design Program: Overview

Faculty: Alejandro, Chak, Haikes
Additional faculty teaching in the Program: Brashear-Evans

Visual Arts Major (BFA degree) with a specialization in Graphic Design

The TCNJ Department of Design & Creative Technology offers an accredited curriculum in Graphic Design through the BFA degree program in Visual Arts with a specialization in Graphic Design. Additional Visual Arts specializations in Fine Art and Photography and Video are offered by the Department of Art & Art Education.

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. The 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 are 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 this Graphic Design 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 Education 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 major 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). The portfolio should consist of the following components:
> a) digital images of 6-12 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. All work must be original, demonstrating the applicant's technical skills, creativity, and aesthetic ability. The 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. Contact the Department of Design & Creative Technology for up-to-date specifications about file format and size limitations.

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. Email 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 Sophomore Review (DES 200) and a minimum grade of C in all critical content courses (DES 253 and DES 358).
- Graduation requires a GPA of 2.0 and a minimum grade of C- in all major courses.

Degree Requirements (22 courses)

Foundation Core Courses (5 courses, offered through the Department of Art & Art Education)
AAV   102/Visual Thinking
AAV   111/Drawing
AAV   112/2-D
AAV   113/3-D
AAV   130/Photography 1 OR AAV 140/4-D

Specialization Requirements (16 courses)

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

ADVANCED CORE COURSES (3 courses)
DES   352/Advanced Typography
DES   353/3-D Graphic Design
DES   354/Identity
DES   355/Web 2
DES   356/Motion Graphics
DES   357/User Interface / User Experience
DES   457/Design Center
DCT   390/Learning Assistantship in Design & Creative Technology

STUDIO ELECTIVES (2 courses)
Any studio courses at the 200- or 300-level offered in the Department of Design & Creative Technology
(DES and IMM) or Department of Art & Art Education (AAV), including graphic design courses that are
not required within the tracks. Internships are encouraged.

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

ART HISTORY (2 courses)
AAH   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

*FYS First Year Seminar (or FYW 101 First Year Writing if required)	1 course unit (.5 for FYW)
AAV 111/Drawing	1 course unit
AAV 112/2-D	1 course unit
AAV 130/Photography 1 OR AAV 140/4D	1 course unit

Second Semester

AAV 102/Visual Thinking	1 course unit
AAV 113/3-D	1 course unit
DES 251/Design Fundamentals	1 course unit
College Core (or FYS First Year Seminar if not taken in Fall)	1 course unit

Total for Year: **8 course units**

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 College Core course in the spring.

Recommended Second-Year Program of Study: Graphic Design Specialization

First Semester

DES 252/Typography	1 course unit
AAH Art History	1 course unit
Elective/College Core/Courses in minor	1 course unit
Elective/College Core/Courses in minor	1 course unit

Second Semester

DES 350/History of Graphic Design	1 course unit
DES 255/Web 1	1 course unit
DES 253/Conceptual Image	1 course unit
AAH Art History	1 course unit
DES 200/Sophomore Review	0 course unit

Total for Year: **8 course units**

Recommended Third-Year Program of Study: Graphic Design Specialization

First Semester

DES 300-level Graphic Design Studio	1 course unit
DES 300-level Graphic Design Studio	1 course unit
AAH Art History	1 course unit
Elective/College Core/Courses in minor	1 course unit

Second Semester

DES 300-level Graphic Design Studio	1 course unit
AAV 358/Theories & Practice in Graphic Design	1 course unit
Elective/College Core/Courses in minor	1 course unit

Total for Year   **7 course units**

Recommended Fourth-Year Program of Study: Graphic Design Specialization

First Semester

DES	300-level Elective Studio	1 course unit
DES	458/Professional Practice in Graphic Design	1 course unit
Elective/College Core/Courses in minor		1 course unit
Elective/College Core/Courses in minor		1 course unit

Second Semester

DES	459/Senior Portfolio	1 course unit
DES	300-level Elective Studio	1 course unit
Elective/College Core/Courses in minor		1 course unit
unit		

Total for Year   **7 course units**

Graphic Design Minor

Students wishing to add the minor should do so with at least four semesters remaining prior to graduation. The department does not guarantee completion of the minor within a student's intended timeframe.

For all majors except Interactive Multimedia, Art Education, and Visual Arts with specializations in Fine Art or Photography and Video

DES	350/History of Graphic Design	1 course unit
DES	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
	DES 252/Typography	
	DES 253/Conceptual Image	
	DES 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

DES	350/History of Graphic Design	1 course unit
DES	251/Design Fundamentals	1 course unit
Choose one of the following:		1 course unit
	DES 252/Typography	
	DES 253/Conceptual Image	
	DES 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

DES 350/History of Graphic Design	1 course unit
DES 251/Design Fundamentals	1 course unit
DES 255/Web 1 (can be fulfilled by IMM 130)	1 course unit
Choose one of the following:	1 course unit
DES 252/Typography	
DES 253/Conceptual Image	
Choose a 300-level GD course from the list below	1 course unit

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