

GRAPHIC DESIGN, BA

The major in Graphic Design offers students a broad-based general education combined with extensive design education that qualifies graduates to work across multiple media and disciplines. Through the integration of project simulations, internships and client-based experiences, students gain skills that are current with industry demand.

Students complete the 36-semester-hour program with a professional-grade portfolio that highlights the best examples of their work.

Student media: The department also houses the Torch student newspaper (print and online), WRBC The Blaze student radio station, RU Fire student broadcast club, and the Gage Gallery – outlets that offer students the unique ability to create media for readers and viewers inside and outside Roosevelt University.

Prerequisites

Students must have completed COMM 201 COMMUNICATION IN THE INFO AGE or its equivalent with a grade of C (not C-) or better to begin their studies as Graphic Design majors.

Requirements

Students in Graphic Design should carefully review the degree map (see tab above) because not all courses are offered every term. Consult an academic advisor in the program if you have questions.

Students complete a total of 12 courses (36 credit hours) for the major in Graphic Design, including 10 core courses and two major electives. Highlights of the program include:

- COMM 201 COMMUNICATION IN THE INFO AGE is the gateway to the program. We recommend students take COMM 201 as soon as they complete ENG 102. Transfer students may have an equivalent course that can be substituted.
- Students complete a required internship and portfolio course, DES 380 INTERNSHIP AND PORTFOLIO.
- Students conclude their program with a required capstone project, DES 368 DESIGN CAPSTONE.
- Transfer students must complete at least 24 credit hours at Roosevelt.

Note these guidelines:

- 100-level courses do not count toward the Graphic Design major.
- Letter grades (not pass/fail) are required for courses in Graphic Design.
- Grades below C (not C-) in courses in the major are not acceptable.
- Minimum GPA in the major is 2.0.

Code	Title	Credit Hours
DES 200	INTRODUCTION TO DESIGN AND HISTORY	3
DES 207	INTRODUCTION TO PHOTOGRAPHY	3
DES 235	DIGITAL ILLUSTRATION AND IMAGING	3
DES 253	DESIGN INTERACTION FOR WEB	3
DES 291	TYPOGRAPHY AND GRAPHIC DESIGN	3
DES 308	VIDEO FOR GRAPHIC DESIGNERS	3
DES 325	VISUAL IDENTITY AND BRANDING	3

DES 330	PACKAGING DESIGN	3
or DES 352	PUBLICATION DESIGN AND PRODUCTION	
DES 368	DESIGN CAPSTONE	3
DES 380	INTERNSHIP AND PORTFOLIO	3
Students choose any two 300-level electives from: DES 312 2D Animation; DES 337 Design Interaction for Mobile; DES 346 Advanced Digital Illustration and Imaging; DES 351 Business in Design		6
CORE General Education and Electives		84
Total Credit Hours		120

CORE Requirements (General Education)

Code	Title	Credit Hours
First Year Success Course or Transfer Success Course		
FYS 101	FIRST YEAR SUCCESS COURSE	1
or TRS 101	TRANSFER SUCCESS 101	
Communication Requirement		
ENG 101	COMPOSITION I: CRITICAL READING & WRITING	3
ENG 102	COMPOSITION II: INTRODUCTION TO ACADEMIC RESEARCH	3
COMM 101	PUBLIC SPEAKING (or program specific CORE communications course)	3
Ideas of Social Justice		
3 credits in coursework categorized as Ideas.		3
Humanities and Fine and Performing Arts		
9 credits from the following subject areas: African-American Studies, Art History, English (excluding ENG 101 and ENG 102), History, Languages, Music, Philosophy, Theatre, Communication and Women's and Gender Studies		9
Mathematics		
MATH 110	QUANTITATIVE LITERACY (or above) ¹	3
Science		
One biological science and one physical science required (one must include a one credit lab).		7-8
Social Sciences		
9 credits from the following subject areas: African-American Studies, Criminal Justice, Economics, History, Journalism, Philosophy, Political Science, Psychology, Sociology and Women's and Gender Studies		9
Experiential Learning		
6 credits from coursework categorized as Experiential Learning.		6
Total Credit Hours		47-48

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Higher level of Math may be required by major

These quantitative requirements also apply to degrees.

- Students must earn a minimum of 120 semester hours.
- Students may apply no more than 60 credit hours of 100-level courses toward the degree.
- Students must apply no fewer than 60 credit hours of 200- and 300-level courses toward the degree.

- Students must have at least 18 credit hours (of the 60 credit hours above) at the 300 level.
- Students may transfer in no more than 70 credit hours from community colleges.
- Students earning less than 60 total hours in residence must take their final 30 hours at Roosevelt University. Note that some majors have additional requirements for RU hours.
- Students must have a grade point average of 2.0 or higher to graduate. Note that some majors have additional GPA requirements.
- Students may apply no more than 51 hours in the major (BA) or 57 hours in the major (BS)

Your degree map is a general guide suggesting courses to complete each term on the academic pathway to your degree. It is based on the most current scheduling information from your academic program. Your program's degree map is reviewed annually and updated as schedules change (although you retain the same course requirements as long as you are continuously enrolled in your degree program).

Always work closely with your academic advisor to understand curriculum requirements and scheduling, as each student's academic plan can look slightly different.

Year 1

Fall	Credit Hours	Spring	Credit Hours
ENG 101		3 ENG 102	3
FYS 101 ¹		1 COMM 101	3
Social science #1		3 Physical science ²	3
MATH 110		3 Ideas of Social Justice	3
BIOL 111 or 112 ²		4 Social Science #2	3
		14	15

Year 2

Fall	Credit Hours	Spring	Credit Hours
COMM 201 (can be used as social science #3)		3 Humanities #2	3
DES 200		3 DES 235	3
Humanities #1		3 DES 253	3
General elective ³		3 DES 291	3
General elective ³		3 General elective ³	3
		15	15

Year 3

Fall	Credit Hours	Spring	Credit Hours
DES 207		3 DES 325	3
DES 308		3 DES 3XX ⁴	3
DES 3XX ⁴		3 Experiential Learning #1 ⁵	3
Humanities #3		3 General Elective ³	3
General Elective ³		3 General Elective ³	3
General elective ³		1	
		16	15

Year 4

Fall	Credit Hours	Spring	Credit Hours
DES 330 or 352		3 DES 368	3

Experiential Learning #2 ⁵	3 DES 380	3
General elective ³	3 General Elective ³	3
General Elective ³	3 General Elective ³	3
General Elective ³	3 General Elective ³	3
	15	15

Total Credit Hours 120

1

The First-Year Success course is required of freshmen with fewer than 12 hours and is taken in the first semester at RU.

2

One Natural Science course must have a lab.

3

General electives are courses outside the major. A course counting toward a minor may be taken here in place of a general elective.

4

Choose from DES 312 2D ANIMATION, DES 337 DESIGN INTERACTION FOR MOBILE, DES 346 ADVANCED ILLUSTRATION AND IMAGING and DES 351 BUSINESS IN DESIGN

5

The university requires two Experiential Learning courses, designated with the EXL attribute in the course schedule. Additional Experiential Learning courses are optional.