Duluth Campus

Graphic Design B.F.A.

UMD Art and Design, Dept of

College of Arts, Humanities and Social Sciences

- Program Type: Baccalaureate
- Requirements for this program are current for Spring 2022
- Required credits to graduate with this degree: 120 to 125
- Required credits within the major: 91 to 116
- Degree: Bachelor of Fine Arts

The graphic design profession uses the creative process and technology to communicate ideas and messages. Delivery of the message can be multidimensional, print or screen based, interactive, involve sound and motion, be physical or virtual. Graphic design involves type and language, abstract and figurative imagery, concept, technology, and craft. The discipline takes place within commercial, academic, and institutional contexts in the private and public realms, and allows individuals to enter a rewarding profession that demands creativity and vision. Acknowledging the interdisciplinary nature of the profession, the Department of Art and Design offers two distinct sub plans, one that combines graphic design with complementary studio skills and practices, and one that pairs graphic design with coursework in business and marketing.

To qualify for this program, pre-graphic design students must pass a portfolio review during the second semester of their first year. After admission to the graphic design major (passing the portfolio review), the coursework required for the program is sequential and takes a minimum of three years or six semesters (see Sample Plans). Transfer students, and students who change their major to graphic design, need to be aware of this time requirement to complete the program.

Program Delivery

This program is available:

- via classroom (the majority of instruction is face-to-face)

Admission Requirements

Freshman and transfer students students are usually admitted to pre-major status before admission to this major

To qualify for this program, pre-graphic design students must pass a portfolio review; the portfolio review is scheduled in both fall and spring semesters. Students must have a minimum 2.00 GPA overall and in art and art history courses. Due to limited space, the Graphic Design-Marketing sub plan is limited to 30 new majors annually.

For information about University of Minnesota admission requirements, visit the Office of Admissions website.

Required prerequisites

Learning in Community (1 cr)

Requirement will be waived for transfer students with at least 30 credits taken post high school, for UMD students who started in a UMD collegiate unit where this is not required, and upon request for first-year students with 30 PSEO credits.

UST 1000 - Learning in Community (1.0 - 2.0 cr)
or EHS 1000 - Into the World [GLOBAL PER] (3.0 cr)
or ES 1000 - Global Cultural Perspectives on Environmental Sustainability [GLOBAL PER] (3.0 cr)
or LING 1000 - Language and Culture in the U.S. What does it Mean to Speak American [CDIVERSITY] (3.0 cr)
or PSY 1100 - Living Your Best Life: Applying Positive Psychology [CDIVERSITY] (3.0 cr)

Foundation Core (15 cr)

Group A/B

ART 1010 - Drawing I [FINE ARTS] (3.0 cr)
ART 1011 - 2-D Design (3.0 cr)
ART 1013 - 2-D Digital Design (3.0 cr)

Group C

ART 1900 - Visual Literacy [LE CAT, FINE ARTS] (3.0 cr)
ARTH 1303 - History of World Art I [LE CAT, HUMANITIES, GLOBAL PER] (3.0 cr)
or ARTH 1304 - History of World Art II [LE CAT, HUMANITIES] (3.0 cr)
or ARTH 1305 - History of World Art III [HUMANITIES, GLOBAL PER] (3.0 cr)

Portfolio Review (0 cr)

At least 2 foundation courses from Group A/B and 1 course from Group C (and a 2.0 GPA overall and in art and art history courses) are required prior to enrolling in Portfolio Review. Remaining Foundation Core courses can be completed after Portfolio Review.

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ART 901 - Graphic Design Portfolio Review (0.0 cr)

General Requirements

The Board of Regents, on recommendation of the faculty, grants degrees from the University of Minnesota. Requirements for an undergraduate degree from University of Minnesota Duluth include the following:

1. Students must meet all course and credit requirements of the departments and colleges or schools in which they are enrolled including an advanced writing course. Students seeking two degrees must fulfill the requirements of both degrees. However, two degrees cannot be awarded for the same major.
2. Students must complete all requirements of the Liberal Education Program.
3. Students must complete a minimum of 120 semester credits.
4. At least 30 of the last 60 degree credits earned immediately before graduation must be awarded by UMD.
5. Students must complete at least half of their courses at the 3xxx-level and higher at UMD. Study-abroad credits earned through courses taught by UM faculty and at institutions with which UMD has international exchange programs may be used to fulfill this requirement.
6. If a minor is required, students must take at least three upper division credits in their minor field from UMD.
7. The minimum cumulative UM GPA required for graduation will be 2.00 and will include only University of Minnesota coursework. A minimum UM GPA of 2.00 is required in each UMD undergraduate major and minor. No academic unit may impose higher grade point standards to graduate.
8. Diploma, transcripts, and certification will be withheld until all financial obligations to the University have been met.

Program Requirements

1) Transfer credits must carry a minimum grade of C.
2) Attendance at two Visual Culture lectures per semester (fall and spring).

Additional Fine Arts Requirement (3 cr)

Three credits of any Fine Arts 1000-level or 2000-level course from outside the students chosen major (dance, fine arts, music, or theatre), provided that the student meets pre-requisites for the course(s). MU 15xx ensembles must be repeated once each semester for a total of 3 credits (may require audition). A 2 credit DN course may be substituted (art or music students only).
Fine Arts (3 cr)

Major Courses (36 cr)

ART 2905 - Design Technology I (3.0 cr)
ART 2906 - Design Technology II (3.0 cr)
ART 2907 - Typography I (3.0 cr)
ART 2911 - Graphic Design I (3.0 cr)
ART 3906 - Emerging Media Design (3.0 cr)
ART 3922 - Graphic Design II (3.0 cr)
ART 3933 - Graphic Design III (3.0 cr)
ART 3937 - Typography II (3.0 cr)
ART 4908 - Interactive Design I (3.0 cr)
ART 4909 - Interactive Design II (3.0 cr)
ART 4922 - Senior Design Studio I (3.0 cr)
ARTH 2901 - History of Graphic Design (3.0 cr)

Capstone Course (3 cr)

Portfolio project addresses individual student needs and highlights design strengths for career placement. Instructors assessing the senior project maintain criteria used in the entry-level review rubric. Results are reflected in the grade.
ART 4933 - Senior Design Studio II (3.0 cr)

Program Sub-plans

Students are required to complete one of the following sub-plans.

Marketing

Required credits to graduate with this degree: 125 - 129
Required credits within the major: 112 - 116

Major Courses (9 cr)

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Additional Graphic Design Requirement
ART 4944 - Graphic Design IV (3.0 cr)
or ART 4955 - Graphic Design V (3.0 cr)
Sustainability Requirement
ART 1004 - Sustainable Visual Culture Practices [SUSTAIN] (3.0 cr)
or ART 3305 - Sustainability Studio: Theory and Practice [FINE ARTS, SUSTAIN] (3.0 cr)
Art History Requirement
ARTH 2390 - US Art and Visual Culture in the 20th Century [LE CAT, LECD C, RACE JUST] (3.0 cr)
Additional Art History Elective (3 cr)
Take 3 or more credit(s) from the following:
•ARTH 2xxx
•ARTH 3xxx
Pre-Business Requirement (9-12 cr)
Take 3 or more course(s) totaling 9 or more credit(s) from the following:
•ACCT 2001 - Principles of Financial Accounting (3.0 cr)
•ECON 2030 - Applied Statistics for Business and Economics [LOGIC & QR] (3.0 cr)
•**Economics**
•ECON 1003 - Economics and Society [LE CAT, SOC SCI] (3.0 cr)
or **ECON 1022 and 1023**
ECON 1022 - Principles of Economics: Macro [LE CAT, SOC SCI] (3.0 cr)
ECON 1023 - Principles of Economics: Micro [LE CAT, SOC SCI] (3.0 cr)
Marketing Requirements (9 cr)
MKTG 3701 - Principles of Marketing (3.0 cr)
MKTG 3711 - Marketing Research (3.0 cr)
MKTG 4731 - Consumer Behavior (3.0 cr)
Marketing Electives (9 cr)
Take 9 or more credit(s) from the following:
•MKTG 3721 - Social Media Marketing (3.0 cr)
•MKTG 3741 - Fundamentals of Selling (3.0 cr)
•MKTG 3751 - Marketing Ethics (3.0 cr)
•MKTG 3771 - Sports Marketing (3.0 cr)
•MKTG 4774 - International Marketing (3.0 cr)
•MKTG 3797 - Marketing Internship (1.0 - 6.0 cr)
•MKTG 4721 - Advertising and Marketing Communications (3.0 cr)
•MKTG 4741 - Developing and Marketing New Products (3.0 cr)
•MKTG 4751 - Retailing (3.0 cr)
•MKTG 4781 - Marketing Management and Strategy (3.0 cr)
•MKTG 4795 - Special Topics (Various Topics to be Assigned) (3.0 cr)
Courses Required From Other Programs (12-13 cr)
Communication or World Language
Take 1 or more course(s) from the following:
•COMM 1112 - Public Speaking [LE CAT, COMM & LAN] (3.0 cr)
•COMM 1222 - Interpersonal Communication [LE CAT, LECD C, COMM & LAN] (3.0 cr)
•FR 1101 - Beginning French I [LE CAT3, COMM & LAN] (4.0 cr)
•FR 1102 - Beginning French II [LE CAT3, COMM & LAN] (4.0 cr)
•FR 1201 - Intermediate French I [LE CAT3, COMM & LAN] (4.0 cr)
•FR 1202 - Intermediate French II [LE CAT3, LEIP CAT03, COMM & LAN] (4.0 cr)
•GER 1101 - Beginning German I [LE CAT, COMM & LAN] (4.0 cr)
•GER 1102 - Beginning German II [LE CAT, COMM & LAN] (4.0 cr)
•GER 1201 - Intermediate German I [LE CAT, COMM & LAN] (4.0 cr)
•GER 1202 - Intermediate German II [LE CAT, COMM & LAN] (4.0 cr)
•SPAN 1101 - Beginning Spanish I [LE CAT, COMM & LAN] (4.0 cr)
•SPAN 1102 - Beginning Spanish II [LE CAT, COMM & LAN] (4.0 cr)
•SPAN 1201 - Intermediate Spanish I [LE CAT, COMM & LAN] (4.0 cr)
•SPAN 1202 - Intermediate Spanish II [LE CAT, COMM & LAN] (4.0 cr)
•SPAN 2301 - Advanced Spanish [LE CAT, COMM & LAN] (4.0 cr)
Mathematics
MATH 1160 - Finite Mathematics and Introduction to Calculus [LE CAT, LOGIC & QR] (5.0 cr)
or MATH 1296 - Calculus I [LE CAT, LOGIC & QR] (5.0 cr)
Psychology
PSY 1003 - General Psychology [LE CAT, SOC SCI] (4.0 cr)
Advanced Writing Requirement (3 cr)
WRIT 3121 - Advanced Writing: Business and Organizations (3.0 cr)
or WRIT 31xx Adv Writing (3 cr)

Studio

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Required credits to graduate with this degree: 120
Required credits within the major: 91

Additional Foundation Course (3 cr)
ART 1012 - 3-D Design (3.0 cr)
Additional Graphic Design Requirements (6 cr)
ART 4944 - Graphic Design IV (3.0 cr)
ART 4955 - Graphic Design V (3.0 cr)
Studio Electives (15 cr)
Lower Level Studio Electives
Take 3 or more course(s) totaling 9 or more credit(s) from the following:
•ART 2014 - 3-D Digital Modeling and Fabrication (3.0 cr)
•ART 2016 - Digital Arts: Mixed-Media Studio (3.0 cr)
•ART 2018 - Digital Arts: Interactive Media (3.0 cr)
•ART 2030 - Digital Arts: Time-based Media (3.0 cr)
•ART 2040 - Digital Filmmaking: Visual Narratives (3.0 cr)
•ART 2100 - Painting I (3.0 cr)
•ART 2200 - Sculpture I (3.0 cr)
•ART 2400 - Ceramics I (3.0 cr)
•ART 2500 - Jewelry and Metals I (3.0 cr)
•ART 2600 - Photography I (3.0 cr)
•ART 2300 - Printmaking I: Intaglio, Relief (3.0 cr)
or ART 2301 - Printmaking I: Litho, Screen (3.0 cr)
Upper Level Studio Electives
Take 2 or more course(s) totaling 6 or more credit(s) from the following:
•ART 3xxx
•ART 4xxx
Additional Art History Electives (6 cr)
Take 2 or more course(s) totaling 6 or more credit(s) from the following:
•ARTH 2xxx
•ARTH 3xxx
Advanced Writing (3 cr)
WRIT 3110 - Advanced Writing: Arts and Letters (3.0 cr)
or WRIT 4230 - Web Design and Digital Culture (3.0 cr)
or WRIT 4250 - New Media Writing (3.0 cr)

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