

# ART: GRAPHIC DESIGN, B.S.

## REQUIREMENTS

As an inherently interdisciplinary practice, graphic design plays an important role at every level of contemporary culture. Graphic design courses deliver skills and expertise that are in demand for all graphic design and related communications fields. Students develop abilities to think critically while working seamlessly across disciplines. In current and future iterations of the field, graphic designers must function as the “fusion” between art, business, engineering, research, and science.

Graduates of the Graphic Design named option programs will have experienced a range of forms and media that provide professional preparation, as well as the development of unique intellectual and visual voice. Graduating students will also possess the flexibility to adapt to a changing, unpredictable world where the methods of communication will continuously evolve and expand.

The named option requirements listed here are components of the B.S. Art (<https://guide.wisc.edu/undergraduate/education/art/art-bs/#requirementstext>) degree requirements.

## AESTHETICS REQUIREMENTS - GRAPHIC DESIGN OPTION

Code	Title	Credits
ART 108	Foundations of Contemporary Art (component of the Foundations Program)	3
ART 208	Current Directions in Art (component of the Foundations Program)	3
ART 438	History of Graphic Design and Typography	3
Select one additional courses from the following:		4
ART HIST 201	History of Western Art I: From Pyramids to Cathedrals	
ART HIST 202	History of Western Art II: From Renaissance to Contemporary	
ART HIST 205	Global Arts	

## MAJOR REQUIREMENTS - GRAPHIC DESIGN OPTION

Complete a minimum of 45 studio credits, including the specific coursework below. No more than 58 studio credits will be counted toward the minimum 120 credits required for the B.S. degree. Thus, if a student wishes to graduate with the minimum of 120 credits, 62 of these credits must be “non-studio” coursework.

Major residency requirement: Students completing the B.S. degree must complete at least 24 credits of major studio coursework in residence on the UW–Madison campus. All graphic design coursework must be completed in residence.

Art and BFA degree students have priority access to studio courses. Note: Some courses are offered for 3 or 4 credits; it is preferred that the course be taken for 4 credits.

## REQUIRED STUDIO FOUNDATION COURSES - GRAPHIC DESIGN OPTION

Complete the following:

Code	Title	Credits
ART 102	Two-Dimensional Design	3
ART 104	Three-Dimensional Design	3
ART 107	Introduction to Digital Forms	3
ART 212	Drawing Methods & Concepts	3

## REQUIRED STUDIO BREADTH COURSES - GRAPHIC DESIGN OPTION

Complete one course in each of the Graphic Design, 2D, 3D, and 4D areas. Students will also take ART 508 at least once and complete a 500-level or 600-level art studio course in graphic design.

### Graphic Design

Code	Title	Credits
ART 346	Basic Graphic Design	4

### 2D Studio

Select one of the following:

Code	Title	Credits
ART 222	Introduction to Painting	3-4
ART 232	Life Drawing I	4
ART 242	Watercolor I	3-4
ART 302	Color	4
ART 312	Intermediate Drawing I	3-4

### 3D Studio

Select one of the following:

Code	Title	Credits
ART 214	Sculpture I	4
ART 224	Ceramics I	4
ART 244	Art Metal I	3-4
ART 334	Wood Working	3-4
ART 343	Metal Fabrication and Welding in Sculpture	3-4
ART 354	Glassworking	4
ART 454	Neon: Light as Sculpture	4

### 4D Studio

Select one of the following:

Code	Title	Credits
ART 309	Digital Art and Code	4
ART 318	Introduction to Video, Performance & Installation Art	4
ART 338	Service Learning in Art	2
ART 409	Digital Fabrication Studio	4
ART 428	Digital Imaging Studio	4
ART 429	3D Digital Studio I	4

ART 470	Special Topics in 4D Art	3-4
ART 521	Installations and Environments	4
ART 531	Screen Performance	3-4

## VISITING ARTIST LECTURE SERIES - GRAPHIC DESIGN OPTION

Complete the following:

Code	Title	Credits
ART 508	Colloquium in Art (Students are encouraged to enroll in this visiting artist lecture series multiple times)	1

## ADDITIONAL STUDIOS - GRAPHIC DESIGN OPTION

Complete 12 Graphic Design elective credits from the following list, to include at least one 500 or 600 level course.

Code	Title	Credits
ART 458	Graphic Design for Branding and Identity	4
ART 463	Information Graphics	4
ART 465	Graphic Design for Packaging	4
ART 467	Graphic Design for Posters	4
ART 525	Advanced Typography	4
ART 546	Graphic Design for Publications	4
ART 556	Graphic Design for Interactive Media	4
ART 563	Graphic Design for Games	4
ART 565	Typeface Design	4
ART 568	Motion Typography	4
ART 575	User Experience for Graphic Design	4
ART 663	Graphic Design Practicum	2

## EXHIBITION PARTICIPATION - GRAPHIC DESIGN OPTION

Graphic Design option students must participate at least once in a Graphic Design exhibition.

## PROFESSIONAL PRACTICES PROJECT - GRAPHIC DESIGN OPTION

In consultation with Graphic Design faculty, students will select and successfully complete a professional practices project. This may be through a regular course offering or directed study.

## ELECTIVE STUDIO COURSES

Select additional elective studio courses (<http://guide.wisc.edu/courses/art/>) to reach the minimum of 45 credits.

## GPA AND OTHER GRADUATION REQUIREMENTS

### GRADUATION REQUIREMENTS

Requirements are based on UW–Madison coursework.

- 2.5 minimum cumulative grade point average. This may be modified by the Last 60 Credits Rule.
- Cumulative major grade point average: 2.75 cumulative grade point average in all major studio coursework.

- Upper-level major coursework: 2.75 cumulative grade point average in all upper-level major coursework (Art courses numbered 214 and above, excluding ART 236 and ART 338).
- Major Residency: Must complete at least 24 credits of major coursework in the UW–Madison Art Department. All graphic design coursework must be completed in residence.
- Senior Residency: Degree candidates must complete their last 30 credits in residence on the UW–Madison campus, excluding retroactive credits and credits granted by examination.
- Total Credits: A minimum of 120 credits to include at least 62 non-studio credits are required for graduation in the Art–B.S. degree program.

## DEGREE AUDIT (DARS)

UW–Madison uses “DARS” to document a student’s progress toward the completion of their degree, including any additional majors and certificates. A DARS (Degree Audit Reporting System) report shows all the requirements for completing a degree and, against courses that are planned or completed, shows the requirements that have been met, and those that are unmet. A report can offer suggestions about courses that may be taken to meet specific requirements and can assist in the academic planning and enrollment process. Students can access a DARS report in the Course Search & Enroll app or Student Center via My UW.

DARS also has a “what-if” function. This feature makes it possible to request a DARS report as if pursuing another program, major or certificate. It is an excellent tool if considering a new or additional area of study. School of Education students in a pre-professional classification such as Pre-Elementary (PRE), or Pre-Kinesiology should request a “what if” DARS report of their professional program of interest.

More information on how to request a DARS report is available on the registrar’s website (<https://registrar.wisc.edu/dars-student/>).

DARS is not intended to replace student contact with academic advisers. It creates more time in an advising appointment to discuss course options, research opportunities, graduate school, or issues of personal interest or concern to students.

DARS is used as the document of record for degree program, major and certificate completion in the School of Education.

## FOUR-YEAR PLAN

### Bachelor of Science in Art: Graphic Design Option

#### Sample Four-Year Plan

This four-year sample graduation plan is designed to guide your course selection throughout your academic career; it does not establish a contractual agreement. Use it along with your DARS report, the Guide, and the Course Search and Enroll app to create a four-year plan reflecting your placement scores, incoming credits, and individual interests. Consult with your academic advisor(s) to develop a personalized plan of study and refer to the Guide for a complete list of requirements. You will likely revise your plan several times during your academic career here, based on your activities and changing academic interests.

#### Freshman

Fall	Credits	Spring	Credits
Communication A (fall or spring)		3 Communication A (fall or spring)	3

ART 108	3 ART 208	3
ART 102	3 ART 104	3
ART 212	3 ART 107	3
ART 508	1 ART 508 (recommended)	1
Liberal Studies course work	2-5 Liberal Studies course work	2-5
	15	15

**Sophomore**

Fall	Credits	Spring	Credits
ART 438 (Aesthetic course)		3 Aesthetic Elective	3-4
ART 346		4 Graphic Design Studio Elective	4
Art Studio Breadth course from 2D, 3D, or 4D categories		2-4 Ethnic Studies	3
Quantitative Reasoning A		3 Art Studio Elective Credits	1-4
Liberal Studies or General Elective course work		1-3 Liberal Studies or General Elective course work	4-6
	15		15

**Junior**

Fall	Credits	Spring	Credits
Art Studio Breadth course from 2D, 3D or 4D categories		4 Graphic Design Studio Elective	4
Art Studio Elective course work		2-4 Art Studio Breadth course from 2D, 3D or 4D categories	2-4
Communication B		3 Quantitative Reasoning B	3
Liberal Studies or General Elective course work		4-6 Liberal Studies or General Elective course work	4-6
	15		15

**Senior**

Fall	Credits	Spring	Credits
Studio Elective course work		3-4 Advanced (500/600 level) Graphic Design Studio Elective with assigned professional project	4
Liberal Studies, Studio or General Elective course work <sup>1</sup>		11-12 Liberal Studies, Studio or General Elective course work	11
	15		15

Total Credits 120

<sup>1</sup> At least 62 "non-studio" credits must be taken to complete the B.S. Art degree. Aesthetics courses are considered to be non-studio. No more than 58 studio credits can be applied toward the 120 credits.