The Graphic Design certificate allows students from across campus, regardless of their major or degree program, to engage in a meaningful sequence of coursework introducing them to the graphic design field. Students intending to pursue a career in graphic design should select the Graphic Design named option in either the BS-Art (https://guide.wisc.edu/undergraduate/education/art/art-bs/#text) or Art BFA (https://guide.wisc.edu/undergraduate/education/art/art-bfa/) degree program.

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, and in current and future iterations of the field, graphic designers must function as the “fusion” between art, business, engineering, research, and science.

Students completing the Graphic Design certificate will experience a range of forms and media that provide awareness of the profession, and will develop a 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.

Students completing a degree within the College of Letters & Science should be aware that none of the courses within the Graphic Design certificate count as LAS credits (L&S).

All students should work with their primary academic advisors to assess if the certificate will work within their academic plan.

## HOW TO GET IN

### DECLARATION PROCESS

Students intending to declare the Graphic Design Certificate must meet with the certificate advisor in the Art department. Students may declare this certificate program at any time during the academic year.

### ELIGIBILITY

Undergraduate students in good academic standing, with a cumulative GPA of 2.50 or higher, and who have completed either ART 102 Two-Dimensional Design or ART 107 Introduction to Digital Forms with a grade of B or higher, may declare this certificate. University Special students are also eligible to complete this certificate if they started at UW-Madison and graduated before completing the requirements.

Students participating in the Art–B.S., Art Education, or Art–BFA degree programs may not declare this certificate. Auditors are also not eligible.

### REQUIREMENTS

The Graphic Design Certificate requires a minimum of 18 credits as distributed below. At least 12 credits must be completed in residence in the Art Department. Study abroad credits do not count toward the residency requirement.

Completion of the certificate requires a 2.75 grade point average across all certificate coursework.

### Code | Title | Credits
---|---|---
ART 102 | Two-Dimensional Design (preferred) | 3
ART 107 | Introduction to Digital Forms | 3
ART 346 | Basic Graphic Design | 4
ART 438 | History of Graphic Design and Typography | 3
ART 458 | Graphic Design for Branding and Identity | 8
ART 463 | Information Graphics | 4
ART 465 | Graphic Design for Packaging | 3
ART 467 | Graphic Design for Posters | 3
ART 525 | Advanced Typography | 3
ART 546 | Graphic Design for Publications | 3
ART 556 | Graphic Design for Interactive Media | 3
ART 558 | Product Development for Graphic Design | 3
ART 563 | Graphic Design for Games | 3
ART 565 | Typeface Design | 3
ART 568 | Motion Typography | 3
ART 575 | User Experience for Graphic Design | 3
ART 663 | Graphic Design Practicum | 3

### UNDERGRADUATE/SPECIAL STUDENT CERTIFICATE

This certificate is intended to be completed in the context of an undergraduate degree and for those seeking this certificate that is preferred. For students who have substantially completed this certificate at UW–Madison (at least 12 credits) and may need one or two courses to complete the certificate, they may do so immediately after completion of the bachelor’s degree by enrolling in the course as a University Special (nondegree) student. The certificate must be completed within a year of completion of the bachelor’s degree. Students should keep in mind that University Special students have the last registration priority and that may limit availability of desired courses. Financial aid is not available when enrolled as a University Special student to complete an undergraduate certificate.

### LEARNING OUTCOMES

1. Correctly recognize and identify important eras, developments, movements, and theories in historical and contemporary design practice.
2. Recognize, develop and consistently employ the elements and principles of effective graphic design and typography in their own studio work, and will recognize it in the work of other artists.

3. Demonstrate technical and conceptual proficiency and will apply critical thinking skills in order to contextualize their practice in the contemporary design arena.

4. Understand the steps, tools, and skills necessary for participating in professional activities pertaining to graphic design and typography.

5. Develop a strong work ethic driven by both logical and inventive working process.

PEOPLE

Information about faculty, staff, and other contributors to the Department of Art can be found on the department's website (https://art.wisc.edu/).