

# Graphic Design • Bachelor of Science

## Why Choose Graphic Design?

Graphic designers apply creative and conceptual skills to inform, educate, and persuade audiences. They demonstrate proficiency with tools and technologies to create, reproduce, and distribute visual messages. Due to an increased demand for business communication through traditional and new media outlets, graphic design job growth continues to rise.

- The Graphic Design Program at Ferris offers a broad-based design education to allow each student to develop in particular areas of interest such as print, package, environmental, experience, web, or interactive design
- Integrates business and marketing courses within a comprehensive design curriculum providing its graduates with a broad range of skills applicable to today's market
- Provides an environment for students to work collaboratively with project team members and clients to organize and complete communication solutions
- Develops students' communication, presentation, and professional skills necessary for design business practice

## Get a Great Job

Graduates of the Graphic Design Bachelor degree program enter the workplace as print and/or web designers. The program has consistently proven a 98.9 percent placement rate of its graduates in leading design firms, corporations, and agencies across the country.

## Admission Requirements

The Graphic Design bachelor degree program ladders from the Graphic Design associate degree program or equivalency. All candidates must complete the course requirements of the first two years with a minimum 2.7 GPA in the major courses and a minimum 2.0 GPA overall. They must also successfully pass a portfolio review, after completing the sophomore year of study.

## Graduation Requirements

The Graphic Design program at Ferris leads to a bachelor of science degree. Graduation requires a minimum 2.7 GPA in the major courses and a minimum 2.0 GPA overall. A total of 124/125 credit hours must be completed (A.A.S. and B.S.) for graduation.

## Required Courses

## Credit Hours

<b>MAJOR</b>		
GRDE 310	Communication Design 1	3
GRDE 312	Production Techniques	3
GRDE 316	Interactive Design-Development	3
GRDE 320	Communication Design 2	3
GRDE 326	Production Seminar	3
GRDE 410	Visual Communication 1	3
GRDE 412	Design Application 1	3
GRDE 414	Design Seminar	3
GRDE 420	Visual Communication 2	3
GRDE 422	Design Application 2	3
GRDE 499	Portfolio Preparation	3
Choose one:		
GRDE 328	Interactive Design Studio	3
GRDE 329	Interpretive Image Development	3
<b>RELATED:</b>		
MKTG 321	Principles of Marketing	3
MGMT 301	Applied Management	3
PREL 240	Public Relations Principle	3
<b>UNIVERSITY GENERAL EDUCATION</b>		
Communication Competence		
ENGL 325	Advanced Business Writing	3
Scientific Understanding		
	Lab Science Elective	3-4
Cultural Enrichment		
	Elective - 200 level or above	3
Social Awareness		6
	(ECON 221 must be taken if not taken in A.A.S. degree)	
Minimum credit hours required for B.S. degree (in addition to A.A.S. degree):		63-64



## More Information

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**FERRIS STATE UNIVERSITY**

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