Graphic Design

Official Program Checksheet

Why Choose Graphic Design?

Are you curious about the creation of the logos you see, apps you use, brands you wear, and messages you receive? If you are, this program might be for you. Due to increased recognition of design as a strategic business tool, the graphic design field offers graduates long-term career opportunities in a wide variety of industries.

What is Graphic Design?

Graphic designers are creative problem solvers who apply a disciplined process, and master tools and technologies, to develop solutions to both social and business problems. Designers harness strategic, conceptual, and technical skills to create user-centered experiences that inform, educate, and persuade.

The Graphic Design program at Ferris State University

Graphic Design is a unique program situated in the College of Business that offers a focused design education integrating business and marketing courses within a comprehensive design curriculum. The program provides its graduates with a range of skills applicable to today's dynamic innovation economy. Each student can develop in a particular area of interest such as brand design, experience design, interactive design and more. Students in the program progress over the course of four years from developing fundamental visual communication skills, and appreciation for user-centered design in a variety of media, to working collaboratively in teams to develop complete communication solutions for real clients. In addition to applied creativity, students in the program develop appreciation of the design process, professionalism, presentation, and project management skills that facilitate tangible organizational objectives for a broad range of clients. Graduating students present their portfolios to elite members of the design industry in a renowned annual Portfolio Review event.

Career Opportunities

Graduates of the Graphic Design Bachelor degree program develop careers as Designers, Art Directors, Interaction Designers, User Experience Designers, User Interface Designers, Front-end Developers, Design Directors, Creative Directors, Freelance Designers, Corporate Designers, Production Designers, and Production Managers. Ferris Graphic Design graduates are consistently in demand at leading design firms, corporations, and agencies in the country, including Herman Miller, Universal Mind, Amazon, IBM, Carnevale Interactive, Steelcase, and Microsoft.

Admission Requirements
New Students SAT Scores

- 2.5 High School GPA (on a 4.0 scale)

- Two of the Three Criteria:
  1. SAT ERW score of 450 or higher
  2. SAT Math score of 500 or higher. Placement in MATH 109/110 will be considered (SAT Math score of 480 or higher).
  3. SAT Composite of 900 or higher
  4. Students must successfully pass a portfolio review after completion of sophomore level program courses.

New Students ACT Scores

- 2.5 High School GPA (on a 4.0 scale)

- Two of the Three Criteria:
  1. ACT English score of 16 or higher
  2. ACT Math score of 19 or higher
  3. ACT Reading score of 19 or higher
  4. Students must successfully pass a portfolio review after completion of sophomore level program courses.

Transfer Students

- Combined college or university GPA of 2.35 (on a 4.0 scale) from all institutions attended. GPA based on completion of 12 credit hours or more. Developmental courses will not be considered in computing the GPA requirement.

- Transfer equivalency for FSU ENGL 150 or placement during the first semester at FSU which would require an ACT English score of 16 or higher; or SAT ERW score of 450 or higher; or Accuplacer English score of 6 or higher.

- Transfer equivalency for FSU MATH 114/115 or placement during the first semester at FSU which would require an ACT Math score of 19 or higher; SAT Math score of 500 or higher; or Accuplacer Math scores: Elementary Algebra score 75 or higher and College Level Math 0-49.

- Applicants will be referred to the Program Coordinator for portfolio review to determine acceptance and placement within the program.

General Education Requirements

All University General Education requirements can be found here: http://www.ferris.edu/HTMLS/academics/general-education/requirements/BA-BS.htm

Please consult this link for a complete listing of General Education Electives: http://www.ferris.edu/HTMLS/academics/general-education/courses/index.htm
Consult the official checksheet or program advisor for program specific General Education requirements.

**Graduation Requirements**

Graduation requires a minimum 2.7 GPA in the major courses and a minimum 2.0 GPA overall.

**More Information**

Graphic Design  
119 South Street/BUS 212  
Big Rapids, MI 49307-2284  
Phone: 231-591-2426  
Email: GRDE@ferris.edu