 **School of Informatics, Humanities and Social Sciences**

**Department of Arts and Humanities**

The 4-year guided curriculum study plan below is for guidance only. Always review your individual check sheet for your degree requirements. For full course descriptions, see the [RMU Course Catalog](https://sentry.rmu.edu/OnTheMove/findoutmore.open_page?ipage=701).

**For more information, contact: Lead-Faculty in Graphic Design: Professor Hyla Willis at** [**willish@rmu.edu**](mailto:willish@rmu.edu)

**Department Head of Arts and Humanities: Dr. Heather Pinson at** [**pinson@rrmu.edu**](mailto:pinson@rrmu.edu)

**BACHELOR OF ARTS (B.A.) IN GRAPHIC DESIGN (120 CREDITS)**

**4-Year Guided Curriculum**

**FALL Semester 1 YEAR 1 SPRING Semester 2**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| ARTM | 1010 | Foundation Studio | 3 |  | ARTM; and  ARTM | 1022; and  0122 | 4D Studio; and co-req  4D Studio Lab | 3  0 |
| ARTM; and  ARTM | 1020; and  0102 | 2D Studio; and co-req  2D Studio Lab | 3  0 |  | ARTM | 2020 | Digital Imaging | 3 |
| ARTM | 1830 | History of Visual Communications | 3 |  | ARTM | 2110 | Introduction to Graphic Design | 3 |
| CSEN; or  CSEN | 1010; or  1020 | RMU core course 1: Reading & Writing Strategies; or  Argument & Research (Honors section: CSHR1025) | 3 |  | ARTM | \_\_\_\_ | Art History course; select one (1) from: ARTM1030 Survey of Art History I; ARTM2030 Art History II; ARTM1850 History of Documentary Film; ARTM1870 History of Photography; OR ARTM3470 Film History | 3 |
| \_\_\_\_ | \_\_\_\_ | RMU core course 2 | 3 |  | \_\_\_\_ | \_\_\_\_ | RMU core course 3 | 3 |
| FYSP | 1000 | First Year Studies Seminar | 1 |  |

**FALL Semester 3 YEAR 2 SPRING Semester 4**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| ARTM; and  ARTM | 1021; and  0121 | 3D Studio; and co-req  3D Studio Lab | 3  0 |  | ARTM | 1011 | Concept Studio | 3 |
| ARTM | 2115 | Introduction to Typography | 3 |  | ARTM | 2120 | Vector Illustration | 3 |
| ARTM | 2210 | Introduction to Web Design | 3 |  | MARK | 2000 | Principles of Marketing | 3 |
| CSEN; or    CSCM | 1020; or  1030 | RMU core course 4: Argument & Research (Honors section: CSHR1025); or Public Speaking & Persuasion (Honors section: CSHR1035 Honors Speech, Rhetoric, and Culture) | 3 |  | \_\_\_\_ | \_\_\_\_ | RMU core course 6 | 3 |
| \_\_\_\_ | \_\_\_\_ | RMU core course 5 | 3 |  | \_\_\_\_ | \_\_\_\_ | Open Elective 1 | 3 |

**FALL Semester 5 YEAR 3 SPRING Semester 6**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| ARTM | 3110 | Design 1 | 3 |  | ARTM | 3120 | Design 2 | 3 |
| ARTM | \_\_\_\_ | Media Arts Elective;  select one (1) ARTM course | 3 |  | ARTM | 3150 | Advertising Design | 3 |
| CSCM; or  CSCM | 1030; or  2040 | RMU core course 7: Public Speaking & Persuasion (Honors section: CSHR1035 Honors Speech, Rhetoric, and Culture); or  Professional Communication in Workplace (Honors section: CSHR2045 Organizational Comm) | 3 |  | ARTM | 4110 | Advanced Typography | 3 |
| \_\_\_\_ | \_\_\_\_ | RMU core course 8 | 3 |  | \_\_\_\_ | \_\_\_\_ | RMU core course 9 | 3 |
| \_\_\_\_ | \_\_\_\_ | Open Elective 2 | 3 |  | \_\_\_\_ | \_\_\_\_ | RMU core course 10 | 3 |

**FALL Semester 7 YEAR 4 SPRING Semester 8**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| ARTM | 3140 | Corporate identity Design | 3 |  | ARTM; and  ARTM | 4090; and  0400 | Portfolio; and co-req  Professional Practices Seminar | 3 |
| ARTM; or  ARTM | 4903; or  4010 | Internship; or  Senior Studio | 3 |  | ARTM | 3130 | Production for the Designer | 3 |
| CSCM; or  CSCM | 2040; or  2050 | RMU core course 11: Professional Communication in Workplace (Honors section: CSHR2045 Organizational Comm); or  Intercultural Communications (Honors section: CSHR2055 International Communication) | 3 |  | \_\_\_\_ | \_\_\_\_ | RMU core course 13 | 3 |
| \_\_\_\_ | \_\_\_\_ | RMU core course 12 | 3 |  | \_\_\_\_ | \_\_\_\_ | Open Elective 4 | 3 |
| \_\_\_\_ | \_\_\_\_ | Open Elective 3 | 3 |  | \_\_\_\_ | \_\_\_\_ | Open Elective 5 | 3 |

Minimum grade of "C" must be earned for courses in the major.

A cumulative GPA of 2.00 or higher is required for graduation.