

BFA IN FINE ARTS: VISUAL ARTS GRAPHIC DESIGN

REQUIREMENTS

CORE CURRICULUM The Core Curriculum is designed to foster critical thinking skills and introduce students to basic domains of thinking that transcend disciplines. The Core applies to all majors. Information on specific classes in the Core can be found at marshall.edu/gened.

CORE 1: CRITICAL THINKING

CODE	COURSE NAME	HRS	GRADE
FYS 100	First Year Seminar	3	_____
MTH 121	Critical Thinking	3	_____
_____	Critical Thinking	3	_____
Additional University Requirements			
_____	Writing Intensive	3	_____
_____	Writing Intensive	3	_____
_____	Multicultural/International	3	_____
_____	Capstone	3	_____

CORE 2:

CODE	COURSE NAME	HRS	GRADE
ENG 101	Beginning Composition	3	_____
ENG 201	Advanced Composition	3	_____
CMM 103	Fund Speech-Communication	3	_____
MTH 121	Concepts and Applications (CT)	3	_____
_____	Core II Phys./Natural Science	4	_____
_____	Core II Humanities	3	_____
_____	Core II Social Science	3	_____
_____	Core II Fine Arts	3	_____

MAJOR REQUIREMENTS

All Visual Art majors are required to take the following Art Foundation and Visual Art courses:

CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
ART 101	Visual Cultural and Research	3	_____	ART 201	History of Art	3	_____
ART 214	Foundations: Grid/Chroma	3	_____	ART 202	History of Art	3	_____
ART 215	Foundations: Form/Space	3	_____	ART 389	20th Century (or ART 464)	3	_____
ART 217	Foundations: Record/Layer	3	_____	_____	Art History Elective	3	_____
ART 218	Foundations: Site/Matrix	3	_____	ART 390	Professional Practice	3	_____
ART 219	Foundations: Frame/Time	3	_____	ART 489	Graphic Design Portfolio	2	_____
ART 298	Foundations Review: BFA	1	_____	ART 490	Apprenticeship	1-3	_____
				ART 498	Senior Capstone Exhibition	3	_____

AREA OF EMPHASIS-SPECIFIC

Students who wish to major in Graphic Design must take the following courses:

CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
ART 312	Typography	3	_____	_____	Art Studio Elective	3	_____
ART 314	Graphic Design I	3	_____	_____	Art Studio Elective	3	_____
ART 317	Illustration (or ART 318)	3	_____	_____	Art Studio Elective	3	_____
ART 316	Graphic Design II	3	_____	_____	Elective Outside of Major	3	_____
ART 440	Advanced Graphic Design	3	_____	_____	Elective Outside of Major	3	_____
_____	ART 300/400 Level Emphasis Area	3	_____	_____	Elective Outside of Major	3	_____
_____	ART 300/400 Level Emphasis Area	3	_____	_____	Elective Outside of Major	3	_____
_____	Art Studio Elective	3	_____	_____	Elective Outside of Major	1	_____

MAJOR INFORMATION

- After completing the required six foundation courses (ART 101 and ART 214, 215, 217, 218, 219), students pursuing the Bachelor of Fine Arts are required to present a portfolio of work for review by the Art and Design faculty. To do so, B.F.A. students must register for ART 298 before completing 21 credit hours in studio art courses (includes ART 214, 215, 217, 218, and 219). Successful completion of ART 298, Foundations Review: BFA, is required and is a prerequisite for program advancement. Students who do not receive a passing grade of C in the Foundations Review and are within the studio art credit hour range listed above may apply for reconsideration. Students who have transferred within Marshall University will have two semesters to complete the courses listed above and participate in this review. However, transfers from art or art education departments at other universities are required to complete the review during the first semester they enroll in the MU School of Art and Design.
- Students enrolled in the Bachelor of Fine Arts degree program must complete all work in the major with a minimum grade of C. A student who receives a D or F in an art course counted toward graduation must repeat it and earn at least a C before graduation or before using that course as a prerequisite for another required course.
- Forty (40) credit hours must be earned in courses numbered 300-499.
- No course in the major requirements for graduation may be taken Credit/Non-Credit unless the course is so specified.
- A successful exhibition of creative work must be presented by all students during the senior year as a requirement for graduation. To do so, B.F.A. students must register for ART 498, Senior Capstone Project – BFA.

Milestone Course: This is a key success marker for your major. See your advisor to discuss the importance of this course in your plan of study.

BFA IN FINE ARTS: VISUAL ARTS GRAPHIC DESIGN

Graphic Design is a dynamic, rewarding and challenging discipline to study. Graphic Design students work in an engaging environment where technical and conceptual problems are continuously presented before them in order to flourish in a globally competitive marketplace. Through the practice of solving these problems, students develop their own individual strengths, gain social and historical context, make connections between disciplines, as well as develop a personal portfolio of work.

YEAR ONE	FALL SEMESTER				SPRING SEMESTER			
	CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
	ART 101	Visual Cultural and Research	3	_____	ART 215	Foundations: Form/Space	3	_____
	ART 214	Foundations: Grid/Chroma	3	_____	ART 218	Foundations: Site/Matrix	3	_____
	ART 217	Foundations: Record/Layer	3	_____	ART 219	Foundations: Frame/Time	3	_____
	ENG 101	Beginning Composition	3	_____	CMM 103	Fund Speech Communication	3	_____
	FYS 100	First Year Sem Crit Thinking	3	_____	MTH 121	Concepts and Applications (CT)	3	_____
	UNI 100	Freshman First Class	1	_____				
	TOTAL HOURS		16		TOTAL HOURS		15	
	Summer Term (optional):							

YEAR TWO	FALL SEMESTER				SPRING SEMESTER			
	CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
	ART 201	History of Art	3	_____	ART 202	History of Art	3	_____
	ART 312	Typography	3	_____	ART 314	Graphic Design I	3	_____
	ENG 201	Advanced Composition	3	_____	_____	Art Studio Elective	3	_____
	_____	Art Studio Elective	3	_____	_____	Core II Humanities (WI)	3	_____
	_____	Elective Outside of Major	3	_____	_____	Elective Outside of Major	3	_____
	ART 298	Foundations Review: BFA	1	_____				
	TOTAL HOURS		16		TOTAL HOURS		15	
	Summer Term (optional):							

YEAR THREE	FALL SEMESTER				SPRING SEMESTER			
	CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
	ART 317	Illustration (or ART 318)	3	_____	ART 440	Advanced Graphic Design	3	_____
	ART 316	Graphic Design II	3	_____	_____	ART 300/400 Level Emphasis Area	3	_____
	_____	ART Studio Elective	3	_____	ART 389	20th Century (or ART 464)	3	_____
	_____	Core II Fine Arts	3	_____	ART 390	Professional Practice	3	_____
	_____	Elective Outside of Major	3	_____	_____	Core II Physical/Natural Science	4	_____
	TOTAL HOURS		15		TOTAL HOURS		16	
	Summer Term (optional):							

YEAR FOUR	FALL SEMESTER				SPRING SEMESTER			
	CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
	ART 489	Graphic Design Portfolio	2	_____	ART 498	Senior Capstone BFA	3	_____
	ART 490	Apprenticeship	1-3	_____	_____	Core I Critical Thinking	3	_____
	_____	ART Studio Elective	3	_____	_____	Core II Social Science (M/I)	3	_____
	_____	Art History Elective	3	_____	_____	Elective Outside of Major	3	_____
	_____	Writing Intensive	3	_____	_____	ART 300/400 Level Emphasis Area	3	_____
	TOTAL HOURS		12-14		TOTAL HOURS		15	
	Summer Term (optional):							

Milestone Course: This is a key success marker for your major. See your advisor to discuss the importance of this course in your plan of study.

● General Education Requirement ■ College Requirement ◆ Major Requirement ◆ Area of Emphasis

VISUAL ART- GRAPHIC DESIGN – 2022-2023

INVOLVEMENT OPPORTUNITIES

- SGA
- Campus Activity Board
- JMELI
- Commuter Student Advisory Board
- Community Engagement Ambassadors
- Club Sports
- Religious Organizations
- Political Organizations
- Residence Hall Association
- Cultural Organizations
- National Society of Leadership and Success
- Greek Life

RELATED MAJORS

- UI/UX Design
- Information Design
- Motion Design
- Motion Graphics
- Animation
- Medical Illustration
- Illustration
- Advertising
- Production design
- Creative Coding
- Web Design

GRADUATION REQUIREMENTS

- Have a minimum of 120 credit hours (some colleges or majors require more);
- Have an overall and Marshall Grade Point Average of 2.00 or higher;
- Have an overall Grade Point Average of 2.00 or higher in the major area of study;
- Have earned a grade of C or better in English 201 or 201 H;
- Have met all major(s) and college requirements;
- Have met the requirements of the Core Curriculum;
- Have met the residence requirements of Marshall University, including 12 hours of 300/400 level coursework in the student's college (see section entitled "Residence Requirements" in the undergraduate catalogue);
- Be enrolled at Marshall at least one semester of the senior year;
- Have transferred no more than 72 credit hours from an accredited West Virginia two-year institution of higher education.

Colleges and specific programs may have unique requirements that are more stringent than those noted above. Students are responsible for staying informed about and ensuring that they meet the requirements for graduation.

This academic map is to be used as a guide in planning your coursework toward a degree. Due to the complexities of degree programs, it is unfortunate but inevitable that an error may occur in the creation of this document. The official source of degree requirements at Marshall University is DegreeWorks available in your myMU portal. Always consult regularly with your advisor.

YEAR ONE



Have questions? Need to talk? You already have a Friend-At-Marshall ready to help you succeed. Find your FAM Peer Mentor here: www.marshall.edu/fam



Stay on the Herd Path and come to class! Class attendance is more important to your success than your high school GPA, your class standing, or your ACT/SAT scores.



In order to graduate on time, you need to take an average of 15 credits per semester. Are you on track? Take 15 to Finish!



Apply to the Student Juried Exhibition, Art and Design scholarships, and summer art workshops/residencies.



Take a pulse check. Know what you need to do every year to keep your grants, scholarships, or federal financial aid.



Sign up for Handshake! Handshake is the #1 place to launch a career with no connections, experience, or luck required. The platform connects up-and-coming talent with 650,000+ employers.



Attend art and lecture events at Carroll Gallery, Birke Gallery and Huntington Museum of Art

YEAR TWO



Are you completing enough credits to graduate on time? Dropping or failing a class can put you behind. Use summer terms to quickly get back on track.



College is a great time to experience the world! Consider studying abroad in the summer, during Spring Break, or for an entire semester.



Discuss undergraduate research opportunities with faculty. Consider applying for the Creative Discovery Summer Scholar Award.



Have you considered adding a minor? Think about personal areas of interest you'd like to explore or how you might enhance your major with a related skill set.



Join or create a club or organization on campus about a particular issue you care about. Marshall has more than 200 student organizations.



Apply to the Student Juried Exhibition, Art and Design scholarships, and summer art workshops/residencies.



Attend art and lecture events at Carroll Gallery, Birke Gallery and Huntington Museum of Art

YEAR THREE



Develop relationships with professors who can serve as future references by attending their office hours.



Apply to the Student Juried Exhibition, Art and Design scholarships, and summer art workshops/residencies.



Are you on track to graduate? Meet with your advisor for your Junior Eval to make sure you know what requirements you have left.



Don't enter your field with zero experience! Secure an internship related to your field of study.



College is a great time to experience the world! Consider studying abroad in the summer, during Spring Break, or for an entire semester.



Discuss undergraduate research opportunities with faculty. Consider applying for the Creative Discovery Summer Scholar Award.



Attend art and lecture events at Carroll Gallery, Birke Gallery and Huntington Museum of Art

YEAR FOUR



This is it! Are you on track to graduate? Meet with your advisor for your Senior Eval to see what requirements you have left.



Want to continue your education and increase your opportunities? Talk to a faculty member about whether graduate school fits your career.



Attend art and lecture events at Carroll Gallery, Birke Gallery and Huntington Museum of Art



Develop relationships with professors who can serve as future references by attending their office hours.



Networking is key! Attend a Career Expo to seek employment opportunities and network with employers in your field.



Consider applying for a year-long service opportunity after graduation like AmeriCorps, Peace Corps, Teach for America, City Year, or Literacy Lab.



Be at the top of your professional game! Prepare a final resume and practice your interview skills with a career coach in Career Education.

TRANSFERABLE SKILLS ASSOCIATED WITH THIS MAJOR

- Creativity
- Attention to Detail
- Design Sense
- Imagination
- Open-Mindedness
- Curiosity
- Artistic Sense

ASSOCIATED CAREERS

- Type Designer
- Magazine/Newspaper Designer
- Book Designer
- Publication Designer
- Cover/Label Designer
- Advertising Layout Designer
- Photo Editor
- Illustrator
- Promotional Display Designer
- Packaging Designer
- Website Designer
- Public Relations Specialist
- Art Director
- UI/UX Designer
- Experience Designer
- Animator
- Information Designer
- Motion Designer
- Web Designer
- Creative Director
- Graphic Designer
- Advertising Art Director
- Character Designer
- VFX artist
- Theatre Designer
- Set Designer
- Storyboard Artist
- Animatic Artist
- Brand Strategist
- Multimedia Artist
- Creative Technologist
- Frontend Developer
- VR/AR/XR Designer
- Visual Interaction Designer
- Lighting Designer
- Creative Strategist



Marshall University
College of Arts and Media
One John Marshall Drive
Huntington, WV 25755
1-304-696-6433
cam@marshall.edu
marshall.edu/cam