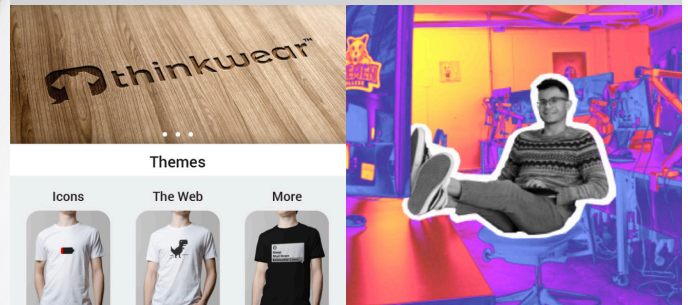![DAEMEN COLLEGE — VISUAL & PERFORMING ARTS]

GRAPHIC DESIGN (VISUAL COMMUNICATION)

WHAT IS GRAPHIC DESIGN?

Graphic Design (visual communication), is the **practice of visual problem solving** through the organization of text, images, and content in a way that is meaningful, visually compelling, and serves to communicate an idea or topic.

The field of graphic design is broad, diverse, and ever-evolving. The faculty at Daemen College comes from a range of backgrounds, which enables various perspectives and skillsets that prepare students to enter the field as a design professional. The program features:

- **foundational skill building** through classes that focus on design foundations, and conceptual problem solving

- **skills training through** technical lessons, demos, and practical projects

- **contextual skill development** through theory, history, and culture teachings

- **interactive experiences** and collaborations with the **local creative industry**

DEGREE

Bachelor of Fine Arts (BFA) | also a Minor

POTENTIAL MINORS

Art | Art History | Entrepreneurship | Illustration Marketing | Painting | Sculpture | Theatre Arts

CAREER PATHS

To name a few: Brand Design | Packaging Design UX Design | Print /Digital Production | Web Design Exhibition Design | Motion Graphics | Freelance Digital/Social Media | Art Direction | Advertising Creative Direction | In-House Design | Wayfinding

> "Daemen College is a very supportive community, with so many ways for an artist and designer to learn and try different things. I had amazing professors who — rather than put me in a box by teaching just one way to draw, for example, saw how I worked and found ways to help me progress."
>
> **ANNIE STOLL**
> BFA GRADUATE, 2008 | ART DIRECTOR, SONY MUSIC

Projects Featured Above: 1—Noah Herman (2018); 2—Matt Tanner (2017)
3—Joey Pietromicca and Jessica Mjoen (2018)

GRAPHIC DESIGN (VISUAL COMMUNICATION)

COURSE SEQUENCE

Year One

First Semester			Second Semester		
ART103	Foundation Design I	3 CREDITS	ART104	Foundation Design II	3 CREDITS
ART105	Foundation Drawing I	3 CREDITS	ART106	Foundation Drawing II	3 CREDITS
CMP101	English Composition	3 CREDITS	TBD	Core Elective	3 CREDITS
IND101	Sustain/Critical Relationships	3 CREDITS	TBD	Core Elective	3 CREDITS
TBD	Core Elective	3 CREDITS	TBD	Core Elective	3 CREDITS

Year Two

First Semester			Second Semester		
ART204	Figure Drawing I	3 CREDITS	ART285	Hist. of Art: Renaissance-Mod.	3 CREDITS
ART219	Graphic Design I	3 CREDITS	ART319	Graphic Design II	3 CREDITS
ART230	Computer Rendering	3 CREDITS	TBD	Studio Elective	3 CREDITS
TBD	Core Elective	3 CREDITS	TBD	Core Elective	3 CREDITS
TBD	Core Elective	3 CREDITS	TBD	Core Elective	3 CREDITS

Year Three

First Semester			Second Semester		
ART287	History of Design	3 CREDITS	ART331	Art Reading List	3 CREDITS
ART301	Motion Graphics	3 CREDITS	ART348	Seminar and Practice in GD	3 CREDITS
ART345	Advanced Drawing I	3 CREDITS	ART320	Graphic Design III (Web)	3 CREDITS
ART435	Advanced Typography I	3 CREDITS	ART420	Graphic Design IV (Advertising)	3 CREDITS
TBD	Core Elective	3 CREDITS	ART446	Hist. of Cont. Art: 1940-Now	3 CREDITS

Year Four

First Semester			Second Semester		
ART443	Issues & Methods in Cont. Art	2 CREDITS	ART490	Senior Project	3 CREDITS
ART445	Special Projects	3 CREDITS	ART498	Senior Art Exhibit	1 CREDIT
TBD	Studio Elective	3 CREDITS	TBD	Studio Elective	3 CREDITS
TBD	Studio Elective	3 CREDITS	TBD	Studio Elective	3 CREDITS
TBD	Core Elective	3 CREDITS	TBD	Core Elective	3 CREDITS
TBD	Core Elective	3 CREDITS	TBD	Core Elective	3 CREDITS