



Graphic Design

Degree Offered: Bachelor of Fine Arts

Minors Offered: • Art • Art History • Graphic Design • Illustration • Painting • Sculpture • Theatre Arts

The BFA in Graphic Design is a professionally oriented program that features a broad concentration of courses in the major with supporting studio courses in other fine art areas.

Graphic Design at Daemen:

- Develop and demonstrate mastery of digital media
- Investigate the depth and options of visual communication
- Demonstrate a conceptual acuity in the composition of image and text
- Proficiently design forms necessary for commercial means, from logos to websites
- Students learn the fundamentals of organizing text and images while studying typography, publication design, package design advertising, moving image, web design and multimedia graphic presentations.

Career Opportunities:

- The design and advertising departments of large corporations
- Advertising agencies
- The publishing industry
- Exhibit design for corporations and museums
- Television graphics

Faculty:

The faculty of Graphic Design have practiced professionally in a wide range of contexts, from typography foundries to online publications. In addition to the development of curriculum and teaching classes, each of these faculty members produces work for a professional sector, while also maintaining a personal artistic body of work.



Annie Stoll, Graphic Design

Stoll has experienced a remarkable career since graduating from Daemen just a few years ago. That includes being the youngest graphic designer in more than 20 years to be nominated for a Grammy Award. The nomination led to her current position as an art director for SONY Music.

"Daemen is a very supportive community with so many ways for an artist and designer to learn and try different things. I had amazing art 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."

Suggested Course Sequence for Graphic Design:

Year One:

FIRST SEMESTER	SECOND SEMESTER
<ul style="list-style-type: none">• ART103 Foundation Design I (3)• ART105 Foundation Drawing I (3)• CMP101 English Composition (3)• IND101 Sustainable & Critical Relationships (3)• CORE ELECTIVE (3)	<ul style="list-style-type: none">• ART104 Foundation Design II (3)• ART106 Foundation Drawing II (3)• CORE ELECTIVES (9)

Year Two:

FIRST SEMESTER	SECOND SEMESTER
<ul style="list-style-type: none">• ART204 Figure Drawing I (3)• ART219 Graphic Design I (3)• ART230 Computer Rendering (3)• CORE ELECTIVES (6)	<ul style="list-style-type: none">• ART285 History of Art: Renaissance-Modern (3)• ART319 Graphic Design II (3)• Studio elective (3)• CORE ELECTIVE (6)

Year Three:

FIRST SEMESTER	SECOND SEMESTER
<ul style="list-style-type: none">• ART287 The History of Design (3)• ART301 Motion Graphics (3)• ART345 Advanced Drawing I (3)• ART435 Advanced Typography (3)• CORE ELECTIVE (3)	<ul style="list-style-type: none">• ART331 Art Reading List (3)• ART348 Seminar and Practice in Graphic Design (3)• ART320 Graphic Design III (3)• ART420 Graphic Design IV (3)• ART446 History of Contemporary Art: 1940 – Present (3)

Year Four:

FIRST SEMESTER	SECOND SEMESTER
<ul style="list-style-type: none">• ART443 Issues & Methodologies in Contemporary Art (2)• ART445 Special Projects (3)• Studio electives (6)• CORE ELECTIVE (6)	<ul style="list-style-type: none">• ART490 Senior Project (3)• ART498 Senior Art Exhibit (1)• Studio electives (6)• CORE ELECTIVE (6)