ART + DESIGN MINOR

GRAPHIC DESIGN

18 credits

The minor in Graphic Design equips students with essential skills for business and communication industries. Students will:

- Understand the role of a graphic designer in business and communication industries.
- Work with digital tools like Adobe Photoshop, InDesign, Illustrator, HTML/CSS, XD, Figma, etc.
- Develop problem-solving and production skills.
- Create icons, packaging, posters, publications, and web, app, motion graphics, and information design pieces.

This minor prepares graduates to meet diverse needs in small-to-medium-sized organizations by adding valuable design experience and skills to their repertoire. However, it may not be sufficient for direct entry into the competitive design field.

Note: Minors in this concentration are required to have a laptop.

Note: Students must pass sophomore and/or junior level reviews prior to moving to advanced level courses.

Accreditation: National Association of Schools of Art and Design

GRAPHIC DESIGN MINOR COURSE CURRICULUM

Graphic Design Core Courses *(6 credits)*

AXD 251 Introduction to Graphic Design

AXD 253 Typography

And 4 courses from the following,
3 of which must be 300–400 level (12 credits)

FOU 140 Digital Essentials

AXD 252 Careers in Graphic Design

AXD 254 Web Typography

AXD 351 Information Design

AXD 352 Human-Centered Design Thinking

AXD 353 Advanced Typographic Systems

AXD 307 History and Context of Graphic Design

AXD 388 Art of the Book

AXD 354 Experimental Processes

AXD 450 Advanced Topics in Graphic Design

This curricular guide represents the requirements for students entering the college for the academic year 2024-2025 and is intended as an example of progression towards the degree minor.

College of Visual & Performing Arts
UMass Dartmouth

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