

# Bachelor of Fine Arts

## Fine Arts with a Major in Graphic Design (BFA)

### Requirements

#### Lower-Division General Education

Written Communication ( <a href="http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#written">http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#written</a> )	6
Oral Communication ( <a href="http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#oral">http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#oral</a> )	3
Mathematics ( <a href="http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#math">http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#math</a> )	3
Language and Culture ( <a href="http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#language">http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#language</a> )	0-6
Information Literacy and Research ( <a href="http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#information">http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#information</a> )	3
Human Behavior ( <a href="http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#behavior">http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#behavior</a> )	3
Human Creativity ( <a href="http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#creativity">http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#creativity</a> )	3
Interpreting the Past ( <a href="http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#interpret">http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#interpret</a> )	3
Literature ( <a href="http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#literature">http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#literature</a> )	3
Philosophy and Ethics ( <a href="http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#philosophy">http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#philosophy</a> )	3
The Nature of Science ( <a href="http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#nature">http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#nature</a> )	8
Impact of Technology ( <a href="http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#impact">http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#impact</a> )	3

Written Communication: Grade of C or better required in both courses and in ENGL 110C before declaring a major in fine arts.

Neither ARTH 121A nor ARTS 122A may be used to satisfy the Human Creativity requirement.

Impact of Technology can be fulfilled in the major with ARTH 435W Modern Architecture.

#### Upper-Division General Education

- Option A: Approved Minor (minimum 12 hours), second degree, or second major
- Option B: Interdisciplinary Minor (specifically 12 hours; 3 credit hours may be in the major area of study)
- Option C: An approved certification program, such as Teaching Licensure (hours vary)
- Option D: Two 300/400 upper level courses (6 hours) from outside the College of Arts and Letters or from the Social Science Component within the College of Arts and Letters that are not required by the major.

A student may take a double major, but no more than two courses may be used for both majors. Note that a second major fulfills the upper-division general education requirements.

#### Requirements for Graduation

Requirements for graduation include the following:

- Minimum of 120 credit hours.
- Minimum of 30 credit hours overall and 12 credit hours of upper-level courses in the major program from Old Dominion University.

- Minimum overall cumulative grade point average of C (2.00) in all courses taken.
- Minimum overall cumulative grade point average of C (2.00) in all courses taken toward the major.
- Minimum overall cumulative grade point average of C (2.00) in all courses taken toward a minor.
- Completion of ENGL 110C, ENGL 211C or ENGL 231C, and the writing intensive (W) course in the major with a grade of C or better. The W course must be taken at Old Dominion University.
- Completion of Senior Assessment.

### Graphic Design Major

The Graphic Design major is a professional program providing a sequenced curriculum structured to prepare students for successful transition to professional practice designing communications for a wide range of traditional and digital delivery. Graduating portfolios represent a rich experience in print design, branding, packaging, interactive media, advertising, typography, and image making. Students graduating from the program pursue careers in graphic design studios and advertising agencies throughout the country, or continue their education in MFA programs.

The program provides a solid foundation of traditional art experiences and design practices and principles to build students' ability to create dynamic visual solutions. The core graphic design curriculum stresses essential competencies in conceptual problem solving, research, analysis and articulation, aesthetics, design theory, productivity, and the application of technology, necessary for both advanced exploration and entry into professional practice.

All graphic design students can expect a creative and collaborative environment built upon the experience of a faculty of practicing designers and design educators. Limited enrollment and class sizes ensure an intense and individualized course of study leading to a competitive portfolio for entry into the profession. The department's dedicated state-of-the-art facilities include classroom and production spaces built and equipped to facilitate instruction and invention with traditional and digital media. The program strongly encourages and supports critical interaction with the design community through internships, professional memberships, and participation in design competitions.

#### Graphic Design Major Requirements

Intended students in the graphic design program are expected to successfully complete the required art studio foundations coursework during the first year of study. In their second year, intended students will begin the required sequence of courses in the graphic design major. Prior to students' application for admission into the Graphic Design major, they must first successfully complete required foundational art studio and graphic design coursework with a minimum grade of C.

Transfer students must demonstrate equivalent preparation at another institution to receive credit for the art studio foundations courses.

#### Graphic Design Program Requirements

Students accepted into the graphic design major must acquire a laptop computer and subscription to the Adobe Creative Cloud software. Specifications for the laptop and software can be obtained from the full-time graphic design faculty or the website. Continuance in the graphic design major requires a grade of C or better in all prerequisite courses and requirements in the graphic design sequence. A final course grade of C- or lower requires the student to repeat the course in order to advance in the major.

#### Art History Foundations Core

ARTH 150	Global Survey of Art History	3
200-level Art History (ARTH) Survey Course		3
Select one of the following Writing Intensive courses: *		3
ARTH 320W	History of Graphic Design	
ARTH 350W	Art Criticism	

ARTH 351W	Research Methods in Art History	
ARTH 435W	Modern Architecture	
300 or 400 level Art History (ARTH) Elective Course		3
300 or 400 level Art History (ARTH) Elective Course		3
<b>Total Credit Hours</b>		<b>15</b>

## Art Studio Foundations Core

ARTS 202	Two-Dimensional Design and Color Theory **	3
ARTS 203	Three-Dimensional Design	3
ARTS 204	Foundational Concepts in Studio Art	3
ARTS 231	Drawing I: Fundamentals of Drawing **	3
ARTS 279	Digital Basics **	3
<b>Total Credit Hours</b>		<b>15</b>

## Art Studio Required Coursework

Select one 200 level ARTS course	3
Select two 200 or 300 level ARTS courses	6
Select one 200, 300 or 400 level ARTS course	3
Select one 200, 300 or 400 level ARTS or GDES course	3
<b>Total Credit Hours</b>	<b>15</b>

## Graphic Design Major

### General Education

Complete lower-division requirements	38-47
Complete upper-division requirements (minimum of 6 credit hours)	6

### Core

Complete Art History Foundations, Art Studio Foundations, and Art Studio required courses	45
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### Graphic Design

GDES 280	Introduction to Graphic Design	3
GDES 365	Basic Typography	3
GDES 371	Design Concepts	3
GDES 373	Design Systems	3
GDES 490	Design Seminar	3
GDES 491	Design Capstone	3
Select four of the following graphic design electives:		12
GDES 368	Design Internship ***	
GDES 372	Advanced Typography	
GDES 374	Web Design	
GDES 378	Brand Identity	
GDES 381	Interactive Design	
GDES 395	Topics in Graphic Design ***	
GDES 474	Motion Graphics	
GDES 497	Tutorial Work in Graphic Design	

<b>Total Credit Hours</b>	<b>119-128</b>
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*	C or better required
**	Prerequisite to GDES 280
***	With graphic design faculty approval

## Additional Requirements and Information

### Admission

The Bachelor of Fine Arts (BFA) is a professional degree that focuses on intensive creative work in the following majors: 3D Media and Material Studies, Graphic Design, Painting and Drawing, and Photography and Print Media. The BFA does not have a freshman entrance portfolio review for admission. Students who are pursuing the BFA degree must consult with the Art Department's Chief Departmental Advisor before or during their first

semester at ODU. Students are expected to begin their art studio foundations coursework in their first year of study.

### Continuance

Students seeking continuance into any of the BFA majors must first successfully complete the art studio foundations coursework with a minimum grade of C. Students must then submit a portfolio of their work for evaluation by faculty within the major. The specific submission requirements for each major are listed on the Art Department website. After successfully completing the portfolio review, students will continue upper-level coursework in the major.

### Transfer Requirements

For the BA degree in visual studies, students must complete a minimum of 30 credit hours at Old Dominion University. These 30 credits must include a minimum of 21 studio credit hours that include 12 credit hours at the 300/400 levels.

For the BA degree in art history, students must complete a minimum of 30 credit hours at Old Dominion University, which must include a minimum of 12 credit hours at the 300/400 levels.

A minimum of 36 credit hours in studio art (with 12 minimum at the 300/400 levels) from Old Dominion University is required for all BFA majors except art education.

For the BFA with majors in art education, 33 credit hours in studio art and 12 credits hours in art history are required along with 15 credit hours in art education. The 15 credit hour core curriculum in art education must be completed at ODU, unless transferred from a CAEP (Council for the Accreditation of Educator Preparation) and approved by the program director. Art history and 200-level studio credits may be transferable, with approval from the Art Department chief departmental advisor. Transferable course requirements pertaining to licensure that come from the Darden College of Education and Professional Studies professional education coursework must be approved through the Darden College of Education and Professional Studies if they do not meet the already pre-approved transferable courses.

For a minor in either art history, studio arts or studio art photography, transfer students must complete two elective courses in art history at the 300/400 level at Old Dominion University.

Before registering for classes, transfer students who enroll in the BFA (all majors) or the BA in visual studies must submit a portfolio of work for review by the Art Department chief departmental advisor who will determine which transferable courses will meet equivalent requirements in the major. Transfer students for the BFA with majors in art education must also be approved by the art education program director who will determine which transferable art education and professional courses will meet equivalent requirements in the major and those that must still be completed for licensure. Appointments for transfer portfolio evaluations must be made prior to registration for classes.

## Degree Program Guide

The Degree Program Guide is a suggested curriculum to complete this degree program in four years. It is just one of several plans that will work and is presented only as broad guidance to students. Each student is strongly encouraged to develop a customized plan in consultation with their academic advisor. Additional information can also be found in Degree Works.

Course	Title	Credit Hours
<b>Freshman</b>		
<b>Fall</b>		
Select one of the following:		3
ARTS 202	Two-Dimensional Design and Color Theory	
ARTS 203	Three-Dimensional Design	
ARTS 231	Drawing I: Fundamentals of Drawing	

ARTS 279	Digital Basics	
Select one of the following:		3
ARTS 202	Two-Dimensional Design and Color Theory	
ARTS 203	Three-Dimensional Design	
ARTS 231	Drawing I: Fundamentals of Drawing	
ARTS 279	Digital Basics	
ENGL 110C	English Composition (Grade of C or better required)	3
Language and Culture I (May be waived; See requirement details)		0-3
Mathematical Skills		3

**Credit Hours 12-15**

#### Spring

Select one of the following: 3

ARTS 202	Two-Dimensional Design and Color Theory	
ARTS 203	Three-Dimensional Design	
ARTS 231	Drawing I: Fundamentals of Drawing	
ARTS 279	Digital Basics	

Select one of the following: 3

ARTS 202	Two-Dimensional Design and Color Theory	
ARTS 203	Three-Dimensional Design	
ARTS 231	Drawing I: Fundamentals of Drawing	
ARTS 279	Digital Basics	

Select one of the following: <sup>1</sup> 3

ENGL 211C	Writing, Rhetoric, and Research	
ENGL 231C	Writing, Rhetoric, and Research: Special Topics	

Elective or Language and Culture II (May be waived; See requirement details) 0-3

Oral Communication 3

ARTS 200 level course 3

**Credit Hours 15-18**

#### Sophomore

##### Fall

GDES 280	Introduction to Graphic Design	3
ARTS 204	Foundational Concepts in Studio Art	3
ARTH 150	Global Survey of Art History	3
The Nature of Science I		4
Literature		3

**Credit Hours 16**

##### Spring

GDES 365	Basic Typography	3
ARTS 200 or 300 level course		3
ARTS 200 or 300 level course		3
ARTH 200 level survey course		3
The Nature of Science II		4

**Credit Hours 16**

#### Junior

##### Fall

GDES 371	Design Concepts	3
ARTH Writing Intensive Course		3
ARTS or GDES 200, 300 or 400 level course		3
Human Creativity (May not use ARTH 121A or ARTS 122A)		3
Human Behavior		3
Philosophy and Ethics		3

**Credit Hours 18**

##### Spring

GDES 373	Design Systems	3
GDES 300/400-level Graphic Design elective course		3
ARTH 300/400-level Elective course		3
Interpreting the Past		3
ARTS 200, 300 or 400 level course		3

**Credit Hours 15**

#### Senior

##### Fall

GDES 490	Design Seminar	3
GDES 300/400-level Graphic Design elective course		3
GDES 300/400-level Graphic Design elective course		3
ARTH 300/400-level elective course		3
Impact of Technology (May be fulfilled in the major with ARTH 435W)		0-3

**Credit Hours 12-15**

##### Spring

GDES 491	Design Capstone	3
GDES 300/400-level Graphic Design elective course		3
Upper-Division General Education Course		3
Upper-Division General Education Course		3
Information Literacy and Research ( <a href="http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#information">http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#information</a> )		3
Elective		1

**Credit Hours 16**

**Total Credit Hours 120-129**

<sup>1</sup> Grade of C or better required

The Graphic Design curriculum is sequential; required graphic design courses must be taken in the order listed above.

## Linked Bachelor's in Art, Visual Studies and Fine Arts and MA in Humanities

The linked bachelor's programs in art history, visual studies and fine arts and the MA in humanities make it possible for exceptional students to count up to 12 hours of graduate courses toward both an undergraduate and graduate degree. Students must earn a minimum of 150 credit hours (120 discrete credit hours for the undergraduate degree and 30 discrete credit hours for the graduate degree). Please refer to the Humanities (<http://catalog.odu.edu/undergraduate/arts-letters/humanities/>) section of this Catalog for additional information on the linked programs.

## **BA or BS to MBA (Master of Business Administration) Linked Program**

The linked BA/MBA or BS/MBA program is an early entry to the MBA program of study. The early-entry program is designed for well qualified non-business undergraduate ODU students to start their MBA program prior to completing their undergraduate degree. Well qualified non-business undergraduate students may take MBA-level courses as early as three semesters prior to graduation and count up to 12 graduate credits toward their undergraduate degree. Students participating in the early-entry program must earn a minimum of 150 credit hours (120 discrete credit hours for the undergraduate degree and 30 discrete credit hours for the graduate degree). Early-entry program students should carefully consider their undergraduate degree program requirements when planning their course of study. Students in the early-entry program work in close consultation with the MBA Program Office and should refer to information in the Strome College of Business section in the graduate catalog (<http://catalog.odu.edu/graduate/stromecollegeofbusiness/>) to develop an individualized plan of study based on the required coursework.

## **BA or BS to MPA (Master of Public Administration) Linked Program**

The linked BA/MPA or BS/MPA program provides qualified Old Dominion University undergraduate students with the opportunity to earn a master's degree in public administration while taking credits in the MPA program as an undergraduate student. The program is designed for highly motivated students with the desire to immediately continue their education after the bachelor's degree. The program is especially relevant to individuals seeking to work (or currently working) in the public or non-profit sectors, but is suitable for students from any undergraduate major. Graduate courses may be taken during the fall and spring semester of the student's senior undergraduate year. Up to 12 graduate credits can count toward both the undergraduate and graduate degree and can meet upper-level General Education requirements. After receiving the undergraduate degree, a student will continue with the MPA program, taking MPA courses until completing the required 39 credit hours. Students in the linked program must earn a minimum of 150 credit hours (120 discrete credit hours for the undergraduate degree and 30 discrete credit hours for the graduate degree).

Requirements for admission to the graduate program can be found in the School of Public Service section of the Graduate Catalog (<http://catalog.odu.edu/graduate/business/public-service/>). For additional information, please contact the School of Public Service in the Strome College of Business.