

B.A. in Graphic Design

The profession of the graphic designer consists of projects that involve graphic design and visual identity: complete visual projects that include symbols, logos, trademarks, visual-identity systems, equipment and orientation, packaging, signage, and general information. Prominent in this group is the publishing industry, with publications, books, catalogs, magazines, booklets, posters, folders, and printed matter of every kind, as well as the television and motion picture media. From the esthetic-cognitive and social point of view, the task of design is understood to mean a way of capturing reality, confronting problems in their entirety, of translating reality into a system of objects with their technical, ethical, and aesthetic aspects.

For all of these reasons, graphic design has achieved the status of a full-fledged and respectable profession and sits among the most successful of the new professions. There is every reason to believe that this boom will continue, in harmony with the expansion and progress of the technologies of graphic and audiovisual communication.

The Graphic Design curriculum at JMVU has been structured to train designers to reach a high academic level, with optimum levels of quality. Unlike many educational centers, whose curricula place the emphasis almost exclusively on technical and practical matters, the curriculum of Jose Maria Vargas University has the special feature of combining theory with practice. We believe that the study of Art History, Theory of Form, Theory of Design and Styles, Theory of Color, and the like, which are indispensable in the field of theory, combined with the study of Graphic Design, other technical disciplines, research in the field, and the completion of workshop classes result in a program that leads to the formation of an excellent graphic designer.

Program Objectives

1. Describe the role of design to make informed decisions and solve problems.
2. Relate the history of art and design.
3. Apply principles of design.
4. Demonstrate photographic and graphic image skills.
5. Use effective communication skills in visual, written and oral forms.
6. Analyze, discuss, and critique different media.
7. Use graphic technology, digital media, and print media.
8. Describe different technical processes and procedures used in film and television

Program Delivery

Students enrolled in the B.A. in Graphic Design will be able to complete the program on campus, hybrid online (Definitions: **Hybrid Online** means the student can complete up to 99% of the program online and at least 1% on campus. **100% online** the student will never attend classes on campus, but solely online. **On campus** delivery means the student will never take an online class, but all classes will be in person).

DISTANCE LEARNING EDUCATION INFORMATION

Technological requirements for Distance Education Students:

Students must have ready access to all standards outlined. Additionally, some courses require the ability to download and install software. It is recommended that students need to have basic technological proficiency. Assignments may include, but are not limited to, word processing, document creation, digital slide presentations, and recording video presentation. Students that don't have the basic technological proficiency can benefit from the university's optional offered trainings in the mentioned areas.

Devices

- A Desktop or laptop device is necessary to complete the coursework.
- Desktop or laptop device must have Windows 8/10 or MacOS 10.10 or above and the capability of producing sound via speakers or headphones.



- Mobile devices may be used for some, but not all, LMS functions. A mobile device cannot replace a desktop/laptop.

Connectivity

- High-speed Internet connection: Cable, DSL, etc.
- Internet Web Browser (Firefox, Internet Edge, Safari, or Google Chrome).
- Personal or university e-mail account.

Recommended creation/processing software

- Word Processor (MS Word, Google Docs, etc.).
- PDF Reader (Adobe Acrobat Reader or Apple Preview).
- Additional software may be required for certain courses.

Students privacy:

Student privacy is very important to the university. Students the university FERPA statement located university website under the consumer disclosures tab in the financial aid section. Students may also review the student records section of the university catalog pages 79-80 for more information on privacy.

Verification of Identity Protection:

During the admissions process students will be asked to provide a copy of their state or government issue ID. After students begin their program they will be required to upload a face picture to their Vargas Portal profile. Student identities will be verified and their privacy protected through the use of a student a unique username and password during the Admissions process. The Admissions and Financial Aid Offices will verify incoming student documentation. Student privacy will be protected through the https secure connection of the Vargas Portal. Students will login online and agree through a student agreement that they are the sole users of the course materials. Students will be ask to submit their assignments on the Vargas Portal.

Additional Distance Education Fees:

There are no platform access fees, online library access fees, fees associated with identity verification and the course textbooks maybe purchased by the students on amazon.com and other online retail stores. If students desire the university to purchase the course textbooks for the student, the university will charge the cost of the book plus \$30 to the student account. Through the Vargas Portal students will be able to pay the charges, if they desire the university to buy the books for them.

Graduation Requirements

A total of 120 credit hours must be completed by taking the following courses:

I. General Education Requirements (Lower Level Courses) (Semesters I-IV)

- SLS 1601 Orientation & Study and Research Techniques 3 credits

Area of Communication: (requirement of all 4 courses for 12 CR)

- ENC 1000 Oral and Written Communications 3 Credits
- ENC 1101 Composition I 3 Credits
- ENC 1102 Composition II 3 Credits
- SPC 1053 Oral Expression 3 Credits

Area of Mathematics: (requirements of 2 courses for 6 CR)

- MAC 1105 College Mathematics I - Algebra and Geometry 3 Credits
- MAC 1114 College Mathematics II - Geometry and Trigonometry 3 Credits

Area of Social Sciences: (requirement of any 1 course for 3 CR)

- WOH 1001 World History 3 Credits
- ECO 2000 Economics 3 Credits
- SYD 302 U.S. Populations 3 Credits
- PCB 304 People and the Environment 3 Credits
- GEA 223 Geography of America and Eurasia 3 Credits

Area of The Natural Sciences: (requirement of any 2 courses for 6 CR)

- BSC 1005 Biology 3 Credits
- CHM 1025 General Chemistry 3 Credits
- BSC 1085 General Anatomy and Physiology 3 Credits
- PHY 248 General Physics 3 Credits
- MCB 2240 Etiology of Diseases 3 Credits



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Area of Humanities and Art: (requirement of 1 course for 3 CR)

- ARH 2000 Art Appreciation 3 Credits

Area of Behavioral Sciences: (requirement of 2 courses for 6 CR)

- PSY 2012 General Psychology 3 Credits
- SYG 2000 General Sociology 3 Credits

Area of Philosophy: (requirement of all 3 courses for 9 CR)

- PHI 2030 Contemporary Philosophical Issues 3 Credits
- PHI 2103 Critical Thinking 3 Credits
- PHI 2600 Ethics 3 Credits

II. Professional Education Requirements (Upper Level Courses)

Semester V: (requirement of 18 CR) Required:

- GRA 1100C Introduction to Design 3 Credits
- ARH 2172 History of Shapes 3 Credits
- ARH 2006C Theory of Form I 3 Credits
- GRA 3193C Graphic Design I 3 Credits
- PGY 1401C Photography I 3 Credits
- ARH 2010 Art History 3 Credits

Semester VI: (requirement of 18 CR) Required:

- ARH 3724 History of Graphic Design 3 Credits
- ARH 2051 Art History II 3 Credits
- GRA 2107C Theory of Design 3 Credits
- ARH 2008C Theory of Form II 3 Credits



- GRA 3194C Graphic Design II 3 Credits
- FIL 320 Film and Television Production 3 Credits

Semester VII: (requirement of 12 CR) Required:

- GRA 4881C Semantics of Design 3 Credits
- GRA 4882C Analysis of Trends and Styles 3 Credits
- GRA 4198C Graphic Design III 3 Credits
- GRA 2203C Graphic Technology I 3 Credits

Semester VIII: (requirement of 12 CR) Required:

- GRA 421 Typography 3 Credits
- GRA 2508 Theory of Color 3 Credits
- GRA 4885C Graphic Design IV 3 Credits
- GRA 424 Graphic Technology II 3 Credits
- Successful completion of the university career services requirements.

Electives (requirement of GRAC 3163C + 3 elective course for 12 credits):

- GRAC 3163C Animation 3 Credits

Elective: (choose three of the following for 9 Credits)

- GRA 4883C Design Analysis and Critique 3 Credits
- GRA 1171C Packaging Design 3 Credits
- MAR 427 Marketing for the Arts 3 Credits
- MAR 432 Advertising 3 Credits
- MAN 410 Professional Adm. and Org. in Graphic Design 3 Credits
- ARH 4470 Contemporary Art 3 Credits



- ART 1300C Drawing 3 Credits
- COM 333 Communications Technology for Art 3 Credits
- GRA 2151C Illustration 3 Credits
- PGY 2404C Photography II 3 Credits