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

This program is offered exclusively in English or in Spanish.

Program Delivery
Students enrolled in the B.A. in Graphic Design will complete at least 51% and up to 99% of the coursework online. At least 1% of the course will be offered on campus.

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)

COURSE NUMBER	COURSE TITLE	DELIVERY MODE	COURSE TYPE	TOTAL COURSE CREDIT/CLOCK HOURS	ONLINE CREDIT HOURS	IN PERSON COMPONENT
SLS 1601	Orientation & Study and Research Techniques	ONLINE	General Education	3.00	3	0

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

COURSE NUMBER	COURSE TITLE	DELIVERY MODE	COURSE TYPE	TOTAL COURSE CREDIT/CLOCK HOURS	ONLINE CREDIT HOURS	IN PERSON COMPONENT
ENC 1000	Oral & Written Communication	ONLINE	General Education	3.00	3	0
ENC 1101	Composition I	ONLINE	General Education	3.00	3	0
ENC 1102	Composition II	ONLINE	General Education	3.00	3	0
SPC 1053	Oral Expression	ONLINE	General Education	3.00	3	0

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

COURSE NUMBER	COURSE TITLE	DELIVERY MODE	COURSE TYPE	TOTAL COURSE CREDIT/CLOCK HOURS	ONLINE CREDIT HOURS	IN PERSON COMPONENT

MAC 1105	College Mathematics I - Algebra & Geometry	ONLINE	General Education	3.00	3	0
MAC 1114	College Mathematics II - Geometry & Trigonometry	ONLINE	General Education	3.00	3	0

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

COURSE NUMBER	COURSE TITLE	DELIVERY MODE	COURSE TYPE	TOTAL COURSE CREDIT/CLOCK HOURS	ONLINE CREDIT HOURS	IN PERSON COMPONENT
WOH 1001	World History	ONLINE	Elective	3.00	3	0
ECO 2000	Economics	ONLINE	Elective	3.00	3	0
SYD 3021	U.S. Populations	ONLINE	Elective	3.00	3	0
PCB 304	People and the Environment	ONLINE	Elective	3.00	3	0
GEA 223	Geography of America and Eurasia	ONLINE	Elective	3.00	3	0

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

COURSE NUMBER	COURSE TITLE	DELIVERY MODE	COURSE TYPE	TOTAL COURSE CREDIT/CLOCK HOURS	ONLINE CREDIT HOURS	IN PERSON COMPONENT
BSC 1005	Biology	ONLINE	Elective	3.00	3	0
CHM 1025	General Chemistry	ONLINE	Elective	3.00	3	0
BSC 1085	General Anatomy and Physiology	ONLINE	Elective	3.00	3	0
PHY 248	General Physics	ONLINE	Elective	3.00	3	0
MCB 2240	Etiology of Diseases	ONLINE	Elective	3.00	3	0

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

COURSE NUMBER	COURSE TITLE	DELIVERY MODE	COURSE TYPE	TOTAL COURSE CREDIT/CLOCK HOURS	ONLINE CREDIT HOURS	IN PERSON COMPONENT
ARH 2000	Art Appreciation	ONLINE	General Education	3.00	3	0

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

COURSE NUMBER	COURSE TITLE	DELIVERY MODE	COURSE TYPE	TOTAL COURSE CREDIT/CLOCK HOURS	ONLINE CREDIT HOURS	IN PERSON COMPONENT
PSY 2012	General Psychology	ONLINE	General Education	3.00	3	0
SYG 2000	General Sociology	ONLINE	General Education	3.00	3	0

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

COURSE NUMBER	COURSE TITLE	DELIVERY MODE	COURSE TYPE	TOTAL COURSE CREDIT/CLOCK HOURS	ONLINE CREDIT HOURS	IN PERSON COMPONENT
PHI 2030	Contemporary Philosophical Issues	ONLINE	General Education	3.00	3	0
PHI 2103	Critical Thinking	ONLINE	General Education	3.00	3	0
PHI 2600	Ethics	ONLINE	General Education	3.00	3	0

II. Professional Education Requirements (Upper Level Courses)

Semester V: (requirement of 18 CR) Required:

COURSE NUMBER	COURSE TITLE	DELIVERY MODE	COURSE TYPE	TOTAL COURSE CREDIT/CLOCK HOURS	ONLINE CREDIT HOURS	IN PERSON COMPONENT
GRA 1100C	Introduction to Design	ONLINE	Core/Required	3.00	3	0
ARH 2172	History of Shapes	ONLINE	Core/Required	3.00	3	0
ARH 2010	Art History	ONLINE	Core/Required	3.00	3	0
ARH 2006C	Theory of Form I	ONLINE	Core/Required	3.00	3	0
GRA 3193C	Graphic Design I	ONLINE	Core/Required	3.00	3	0
PGY 1401C	Photography I	ONLINE	Core/Required	3.00	3	0

Semester VI: (requirement of 18 CR) Required:

COURSE NUMBER	COURSE TITLE	DELIVERY MODE	COURSE TYPE	TOTAL COURSE CREDIT/CLOCK HOURS	ONLINE CREDIT HOURS	IN PERSON COMPONENT
ARH 3724	History of Graphic Design	ONLINE	Core/Required	3.00	3	0
ARH 2051	Art History II	ONLINE	Core/Required	3.00	3	0
GRA 2107C	Theory of Design	ONLINE	Core/Required	3.00	3	0
ARH 2008C	Theory of Form II	ONLINE	Core/Required	3.00	3	0
GRA 3194C	Graphic Design II	ONLINE	Core/Required	3.00	3	0
FIL 320	Film and Television Production	ONLINE	Core/Required	3.00	3	0

Semester VII: (requirement of 12 CR) Required:

COURSE NUMBER	COURSE TITLE	DELIVERY MODE	COURSE TYPE	TOTAL COURSE CREDIT/CLOCK HOURS	ONLINE CREDIT HOURS	IN PERSON COMPONENT
GRA 4881C	Semantics of Design	ONLINE	Core/Required	3.00	3	0
GRA 4882C	Analysis of Trends and Styles	ONLINE	Core/Required	3.00	3	0
GRA 4198C	Graphic Design III	ONLINE	Core/Required	3.00	3	0
GRA 2203C	Graphic Technology I	ONLINE	Core/Required	3.00	3	0

Semester VIII: (requirement of 12 CR) Required:

COURSE NUMBER	COURSE TITLE	DELIVERY MODE	COURSE TYPE	TOTAL COURSE CREDIT/CLOCK HOURS	ONLINE CREDIT HOURS	IN PERSON COMPONENT
GRA 421	Typography	ONLINE	Core/Required	3.00	3	0
GRA 2508	Theory of Color	ONLINE	Core/Required	3.00	3	0
GRA 4885C	Graphic Design IV	HYBRID	Core/Required	3.00	1.5	1.5
GRA 424	Graphic Technology II	ONLINE	Core/Required	3.00	3	0

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

COURSE NUMBER	COURSE TITLE	DELIVERY MODE	COURSE TYPE	TOTAL COURSE CREDIT/CLOCK HOURS	ONLINE CREDIT HOURS	IN PERSON COMPONENT

GRAC 3163C	Animation	ONLINE	Elective	3.00	3	0
GRA 4883C	Design Analysis and Critique	ONLINE	Elective	3.00	3	0
GRA 1171C	Packaging Design	ONLINE	Elective	3.00	3	0
MAR 427	Marketing for the Arts	ONLINE	Elective	3.00	3	0
MAR 432	Advertising	ONLINE	Elective	3.00	3	0
MAN 410	Professional Adm. and Org. in Graphic Design	ONLINE	Elective	3.00	3	0
ARH 4470	Contemporary Art	ONLINE	Elective	3.00	3	0
ART 1300C	Drawing	ONLINE	Elective	3.00	3	0
COM 333	Communications Technology for Art	ONLINE	Elective	3.00	3	0
GRA 2151C	Illustration	ONLINE	Elective	3.00	3	0
PGY 2404C	Photography II	ONLINE	Elective	3.00	3	0
TOTAL				**120.00**	**118.5**	**1.5**
					Distance Education - 98%	

- Successful completion of the university career services requirements.