



First Year					
First Trimester			Second Trimester		
77-101	University Seminar	1	10-112	Composition II	3
10-111	Composition I	3	13-240	Painting	3
13-191	Introduction to Design	3	13-192	3D Design	3
29-102	Oral Communication	3	13-221	Life Drawing	3
13-120	Drawing	3			
13-161 OR 13-150	Ceramics OR Jewelry & Metals	3			
Total Hours		16	Total Hours		12
Second Year					
First Trimester			Second Trimester		
13-270	Sculpture	3	13-294	Typography	3
13-201	Creative Photography	3	13-333	Printmaking	3
13-292	Computer Graphics I	3	13-111	Survey of Art II (Spring only)	3
10-220	Intro to Literature	3	44-130	Computer and Info Tech	3
	Life Science (Choice) & Lab	4		Physical Science (Choice) & Lab	4
Total Hours		16	Total Hours		16
Summer Trimester					
Graphic Design History (3 credits)					
Third Year					
First Trimester			Second Trimester		
13-396	Advanced Graphic Design	3	13-392	Typography II (Spring only)	3
	Social/Behavioral Science (Choice)	3	13-398	Print and Digital Design (Spring only)	3
13-394	Computer Graphics II	3	31-315	19 th and 20 th Century Art (Spring only)	3
	Math (Choice)	3	13-492 OR 13-425	Advertising Design OR Knacktive	3
34-102	American Gov. And Politics	3	33- 155/156	U.S. to OR since 1877	3
Total Hours		15	Total Hours		15
Summer Trimester					
13-592 Graphic Design Internship (3 credits)					
Fourth Year					
First Trimester			Second Trimester		
13-401	Senior Seminar & Portfolio	2	13-406	Professional Portfolio	1
13-498	Digital Illustration	3	13-488	Package Design (Spring only)	3



	Global Connections (Choice)	3	13-497	3D Animation (Spring only)	3
	Social & Behavioral Science (Choice)	3		Music or Theater (Choice)	3
	300+ Graphic Design Elective	3		300+ Elective	3
Total Hours		14	Total Hours		13

SENIOR REVIEW & PORTFOLIO: Writing and oral-studio work, literature in art, visiting artist and exhibits, portfolio development

*Required Humanities course

Students must earn a minimum total of 124 hours to complete their degree.

This sample plan is a supplement to your Degree Audit. Consult your advisor on a regular basis for individual academic planning.

THE NORTHWEST DIFFERENCE

Students majoring in art with an emphasis in **graphic design** learn to create powerful, compelling design work that meets the needs of clients. Faculty ensure students learn the fundamentals of art and graduate with a diverse portfolio to use skills and tools in different aspects. Students get experience creating an idea-driven visual and create new ways to give a message that helps to education and inform an audience.

Graphic design majors work closely with professionals and are actively involved in Northwest programs. Student's engagement provides many opportunities for experimental learning including internships on the Northwest campus.

CAREER OPPORTUNITIES

93%
placement rate

93% of art majors find employment or continue their education within six months after graduation. Below is a list of job titles related to this major:

- Graphic designer
- Creative Designer
- Print designer

PROFESSION-BASED EXPERIENCES

Knacktive combines six disciplines (computer science, English, graphic design, marketing, mass communications and public relations) into a one-semester interactive and collaborative course. The student-led teams conduct market research, analyze data, write creative strategies, and developed an integrated, digital marketing communication campaign and promotional materials for a real-world client.



At the end of each course, the team makes a formal presentation or client pitch in an attempt to convince the client to use their project. This experience aligns with the digital marketing and advertising agencies competing for clients.

The following organizations have been clients of Knacktive:

- 2011 – Cincinnati-based LasikPlus Vision
- 2012 – Science City, located in Kansas City at the Union Station
- 2013 – Tri-State Ford
- 2014 – Horace Mann Laboratory School
- 2015 – DecisionFx, located in Kansas City

STUDENT ORGANIZATIONS

Big Shoe Graphics is a work-for-profit student-run advertising agency. Clients present their needs to the students, and teams submit concepts for review and selected concepts are paid by the client. Once a client is satisfied with the layout proposal, advanced students act as freelancers creating work under the director's guidance. The tag line for Big Shoe Graphics is "An experience you can profit from," and over the years they have created logos for hospitals, start-up companies, children's books, brochures, websites, animations, interactive tutorials, textile designs and creative writing magazines.