

B.S. GRAPHIC AND VISUAL DESIGN

The B.S. degree in Graphic and Visual Design spotlights the design process and how to develop a project from concept to delivery. The program combines art and design with technology to ensure that you are prepared to work in a variety of visual media fields. Coursework includes motion design, 3D modeling, web design, user experience (UX) design, data visualization and virtual/augmented reality. Studio courses utilize contemporary technical skills and industry-standard software providing practical experience in design across multiple disciplines and media. Students work with real-world clients developing a portfolio that demonstrates their design skill and knowledge.

Requirements for Major

Candidates for a Bachelor of Science degree are required to complete a minimum of 120 semester hours maintaining a 2.0 overall cumulative grade point average and a 2.0 overall in their major courses. Transfer students must complete a minimum of thirty (30) credit hours at Husson University. Depending upon credit allocation, students may need to complete an extra elective course to meet minimum 120 credit requirement.

Upon completing the Graphic and Visual Design degree program students will be able to:

- 1 - Design Literacy - Identify, interpret, and articulate the elements, principles, and core concepts of design.
- 2 - Creative Process - Research, conceptualize, refine ideas, and prototype as part of the creative process.
- 3 - Critical Analysis - Evaluate and critically analyze their own and others' design work as well as defend design decisions.
- 4 - Technical Proficiency - Demonstrate technical knowledge and proficiency with current design tools and technology.
- 5 - Interdisciplinary Skills - Collaborate, synthesize, and integrate ideas and skills in an interdisciplinary approach to creative problem-solving.
- 6 - Professional Practice - Create original, effective, and professional-quality design work that meets user needs.

General Education Requirements

BA 302	Business Ethics	3
CM 100	Speech	3
or CM 200	Interpersonal Communication	
EH 105	College Writing	3
FA 120	Drawing I	3
HE 111	The Husson Experience ***	1
MC 101	Introduction to Mass Communications	3
PY 111	General Psychology	3
Foreign Culture and Conversation Elective		3
Historical Elective		3
Lab Science Elective		3-4
Literature Elective		3
Math I Elective		4

Math II Elective		3
Philosophical Elective		3
NESCom Core Courses		
GV 245	Graphic Design I	3
MC 301	Career Preparation	1
VF 100	Intro to Video Production	3
Graphic and Visual Design Requirements		
BR 120	Art and Design Foundations	3
or FA 115	2d-Design	
FA 202	Art History: Art History: Renaissance to Present	3
or FA 240	History of Photography	
GV 120	Introduction to Storyboarding	3
or XR 177	Intro to Extended Reality	
GV 145	Design Thinking and Innovation	3
GV 208	3D Modeling I	3
GV 248	Typography	3
GV 257	Animation and Motion Design I	3
GV 329	Digital Illustration	3
GV 330	Graphic / Visual Design Internship	3-4
or MK 315	Agency Practicum I	
or MK 418	Agency Practicum II	
GV 335	Graphic Design II	3
GV 429	Design Portfolio	3
IT 202	Web Design for Non-Majors	3
IT 208	Web Design & Development	3
IT 110	Data Exploration & Visualization	3
IT 223	User Experience Design	3
MK 216	Principles of Advertising	3
MK 220	Marketing Fundamentals	3
VF 245	Photography I	3
Design Electives		12
Open Electives		6
Total Hours		120-122

First Year

Fall	Hours	Spring	Hours
BR 120 or FA 115	3	FA 120	3
EH 105	3	GV 145	3
HE 111***	1	GV 245	3
MC 101	3	Historical Elective	3
MK 220	3	Math I Elective	4
PY 111	3		
16		16	

Second Year

Fall	Hours	Spring	Hours
CM 100 or 200	3	FA 202 or 240	3
GV 208	3	IT 223	3
GV 248	3	MK 216	3

GV 257	3	VF 245	3
IT 202	3	Math II Elective	3
15			15

Third Year

Fall	Hours	Spring	Hours
GV 329	3	GV 120 or XR 177	3
IT 110	3	GV 335	3
IT 208	3	VF 100	3
Design Elective *	3	Literature Elective	3
Lab Science Elective	3-4	Open Elective	3
15-16			15

Fourth Year

Fall	Hours	Spring	Hours
BA 302	3	GV 429	3
MC 301	1	Design Elective *	3
GV 330, MK 315, or MK 418	3-4	Design Elective *	3
Design Elective *	3	Philosophical Elective	3
Foreign Culture and Conversation Elective	3	Open Elective	3
13-14			15

Total Hours: 120-122

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Depending upon credit allocation, students may need to complete an extra elective course to meet minimum 120 credit requirement.

***A Design Elective is defined as FA/GV/IT/MC/MK/VF/XR or any other course deemed a design elective by the student's advisor.