

GRAPHIC DESIGN, BS (NOT ADMITTING STUDENTS)

Contact

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Faculty

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The graphic design major emphasizes problem-solving, storytelling, design thinking, and a human-centered approach in interactive, motion, immersive, and print environments. Students also learn industry-specific communications law and ethics, as well as develop relevant skills in writing, photography, presentation, and business.

Student Learning Outcomes

In addition to the comprehensive Newhouse School learning outcomes listed in the school's Educational Mission (<https://coursecatalog.syracuse.edu/undergraduate/public-communications/>) students in the Graphic Design major are expected to achieve the following learning outcome:

1. Produce professional quality design work by synthesizing the best practices and current theories of traditional graphic design, motion and emerging media.

Major Requirements

Students majoring in graphic design must complete 42 credits within the S.I. Newhouse School of Public Communications. The major requirements follow:

Code	Title	Credits
Required Courses		
COM 107	Communications and Society	3
COM 117	Multimedia Storytelling	3
Select one of the following:		3
COM 346	Race, Gender, and the Media	
COM 348	Beauty and Diversity in Fashion Media	
COM 350	Topics in Media, Diversity and Inclusion	
Select one of the following:		3
COM 505	Communications Law for Journalists	
COM 506	Communications Law for Television, Radio, Film	
COM 507	Communications Law for Advertising and Public Relations	
JNL 211	Cross-Media News Writing	3
VIS 201	Introduction to Photography for Multimedia	3
VIS 207	Introduction to Graphic Design	3
VIS 317	Typographic Design	3
VIS 327	Type and Image Design	3
VIS 337	Motion Graphics for Production	3
VIS 447	Motion Design	3

VIS 457	User Interface and User Experience (UI/UX) Design	3
VIS 467	Immersive Design	3
Total Credits		39

Grammar Competency Requirement

Students must complete a grammar competency as part of their degree requirements. There will be two ways students can satisfy this competency:

- First, by passing a grammar competency exam during their first semester on campus. The exam will be given twice - once before the end of the first week of classes and a second time prior to registration the next semester. A passing grade on the exam will fulfill the competency requirement.
- Secondly, by passing COM 101 Practical Grammar for Public Communications, a 0-credit grammar course which will be mandatory for students who fail the grammar competency exam. This course can be repeated until a passing grade is earned and the competency is met.

Students must meet the grammar competency to receive a degree.

Capstone Requirement (3 credits)

Code	Title	Credits
VIS 487	Graphic Design Capstone	3

Newhouse Electives (3 credits)

Graphic Design majors are required to take one Newhouse elective.

Global Experience

The Global Experience requirement may be fulfilled by studying abroad or taking an approved class. A list of courses that fulfill this requirement can be found in the Newhouse Guide Book. If a student chooses to take a Newhouse class to fulfill this requirement, the additional Newhouse hours will be added to the 122 credits needed for graduation if the student has reached the Newhouse credit maximum.

Additional Requirements

Code	Title	Credits
EEE 370	Introduction to Entrepreneurship and Emerging Enterprises (Whitman School of Management)	3
PHI 293	Ethics and the Media Professions (College of Arts and Sciences)	3

Total: 42 Newhouse credits required

Undergraduate University Requirements

The following requirements and experiences apply to all Syracuse University Undergraduate matriculated degree programs.

- IDEA Course Requirement (<https://coursecatalog.syracuse.edu/undergraduate/idea-course-requirement/>)
- First Year Seminar (<https://coursecatalog.syracuse.edu/undergraduate/courses/fys/>)