Graphic Design, BSD

Program Description

Graphic designers are responsible for designing how information is communicated. Forms of communication include print, video, film and electronic (web). Graphic designers are concerned with:

- appearance
- choosing the appropriate mechanism for communication
- clarity of information and its effectiveness
- how communication is transferred and received

The BSD program in graphic design places an emphasis on strategic communication developed through a design process that includes research, analysis, conceptualization, planning and realization. The process leads to innovative visual communication design solutions for contemporary design problems that are local to global in scope.

All students who are admitted to the major must pass a degree milestone at the end of the first year to continue in the major. For more information on the milestone process, students should visit https://design.asu.edu/resources/students/milestones.

This is an 8-semester graphic design program that requires sequential completion of studio coursework (or approved equivalent) at any point of entry.

At a Glance

- **College/School**: Herberger Institute for Design and the Arts
- **Location**: Tempe campus

- **Additional Program Fee**: Yes
- **Second Language Requirement**: No

- **First Required Math Course**: MAT 142 - College Mathematics
  OR MAT 117 OR MAT 119
- **Math Intensity**: General
Required Courses (Major Map)

2019 - 2020 Major Map
Major Map (Archives)

Admission Requirements

General University Admission Requirements:

All students are required to meet general university admission requirements.
Freshman | Transfer | International | Readmission

Change of Major Requirements

An ASU student who would like to change majors to one offered by the Herberger Institute for Design and the Arts must have a minimum cumulative GPA of 2.50 (scale is 4.00 = "A"). Students should refer to https://students.asu.edu/changingmajors for information about how to change a major to this program.

Transfer Options

ASU is committed to helping you thrive by offering tools that allow you to personalize your transfer path to ASU. Students may use the Transfer Map search to outline a list of recommended courses to take prior to transfer.

ASU has transfer partnerships in Arizona and across the country to create a simplified transfer experience for students. These pathway programs include exclusive benefits, tools, and resources and help students save time and money in their college journey. Learn more about these programs by visiting the Admissions site.

Global Opportunities

PLuS Alliance
Global Experience

With over 250 programs in more than 65 countries (ranging from one week to one year), study abroad is possible for all ASU students wishing to gain global skills and knowledge in preparation for a 21st-century career. Students
earn ASU credit for completed courses, while staying on track for graduation, and may apply financial aid and scholarships toward program costs. https://mystudyabroad.asu.edu/

Global Degree

Career Opportunities

Based on a diversified portfolio upon graduation, those who opt for the graphic design profession gain employment in:

- advertising and marketing design
- brand and corporate identity design
- broadcast (TV graphics) design
- interaction and interface design
- museum or exhibition design
- publication design
- visual communication design
- web design

Specific examples of graphic designers' work include:

- annual reports
- books
- environmental graphics
- information design
- motion graphics
- multimedia presentations
- publications
- websites

Graduates of the program may also pursue graduate studies leading to careers in design education and other fields of professional endeavor in design.

Career examples include but are not limited to those shown in the following list. Advanced degrees or certifications may be required for academic or clinical positions.

<table>
<thead>
<tr>
<th>Career</th>
<th>*Growth</th>
<th>*Median Salary</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Growth Rate</th>
<th>Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Art Director</td>
<td>5.4%</td>
<td>$92,500</td>
</tr>
<tr>
<td>Art Professor</td>
<td>12.0%</td>
<td>$66,930</td>
</tr>
<tr>
<td>Audio-Visual Specialist</td>
<td>8.9%</td>
<td>$48,590</td>
</tr>
<tr>
<td>College/University Professor</td>
<td>9.4%</td>
<td>$64,480</td>
</tr>
<tr>
<td>Designer (General)</td>
<td>5.8%</td>
<td>$55,930</td>
</tr>
<tr>
<td>Graphic Artist</td>
<td></td>
<td>$42,350</td>
</tr>
<tr>
<td>Graphic Designer</td>
<td>4.2%</td>
<td>$48,700</td>
</tr>
<tr>
<td>Industrial Designer</td>
<td>4.4%</td>
<td>$65,970</td>
</tr>
<tr>
<td>Instructional Designer</td>
<td>10.5%</td>
<td>$63,750</td>
</tr>
<tr>
<td>Printing Press Technician</td>
<td></td>
<td>$39,910</td>
</tr>
</tbody>
</table>

* Data obtained from the Occupational Information Network (O*NET) under sponsorship of the U.S. Department of Labor/Employment and Training Administration (USDOL/ETA).

🌞 Bright Outlook 🌿 Green Occupation

**Contact Information**

Schedule an advisor appointment  
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