Graphic Design, BSD

Develop your creative skills for future work in design firms or corporate in-house departments that specialize in branding, information graphics, interaction, motion, exhibit, publication, interface, web design and other design related fields.

Program Description

The graphic design program in The Design School is committed to excellence in traditional and contemporary graphic design education, professionalism, research, and service for the community at large. Faculty, alumni, students and visiting designers and educators constantly reinforce the link between society and nature and vigorously advocate quality in developing communication strategies.

The BSD curriculum acknowledges the need for creative environments that address ecological concerns and encourages students to develop sustainable transdisciplinary work sensitive to cultural aesthetic. The curriculum develops a strong foundation of design principles through lower-division studio and lecture courses, using this to build an overall understanding of how design can shape perception and meaning using visual media. Upper-division studio courses provide opportunities for students to work in collaborative teams addressing professional projects in information design, interaction design, exhibition design, animation, motion graphics, branding, publication design, web design, interface design and the multiple contemporary facets of sensorial design.

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 and 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 eight-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 or online, ASU Local@Los Angeles
- **Additional Program Fee:** Yes
- **Second Language Requirement:** No
- **First Required Math Course:** MAT 142 - College Mathematics OR MAT 117 College Algebra OR MAT 119 Finite Mathematics
- **Math Intensity:** General

Required Courses (Major Map)

2021 - 2022 Major Map (On-campus)
2021 - 2022 Major Map (Online)
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://changemajor.apps.asu.edu for information about how to change a major to this program.

Attend Online
ASU offers this program in an online format with multiple enrollment sessions throughout the year. Applicants may view the program description and request more information here.

**Transfer Options**

ASU is committed to helping students thrive by offering tools that allow personalization of the transfer path to ASU. Students may use MyPath2ASU™ 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. Students may learn more about these programs by visiting the admission site: https://admission.asu.edu/transfer/pathway-programs.

**Global Opportunities**

**Global Experience**

Study abroad programs provide graphic design students with a chance to explore different ways of communicating information visually across cultures. Students can gain a global perspective and knowledge while earning ASU credit for courses completed in countries like the Netherlands, Germany and many more in preparation for a 21st century career. https://goglobal.asu.edu/

**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 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>
<tbody>
<tr>
<td>Animator</td>
<td>4.1%</td>
<td>$77,700</td>
</tr>
<tr>
<td>Art Director</td>
<td></td>
<td>$97,270</td>
</tr>
<tr>
<td>Art Professor ⭐</td>
<td>5.6%</td>
<td>$69,690</td>
</tr>
<tr>
<td>Graphic Artist</td>
<td></td>
<td>$47,560</td>
</tr>
<tr>
<td>Graphic Designer</td>
<td></td>
<td>$53,380</td>
</tr>
<tr>
<td>Industrial Designer 🌿</td>
<td></td>
<td>$71,640</td>
</tr>
<tr>
<td>Instructional Designer</td>
<td>5.9%</td>
<td>$66,970</td>
</tr>
<tr>
<td>Library Media Specialist ⭐</td>
<td>5.0%</td>
<td>$60,820</td>
</tr>
<tr>
<td>Printing Press Technician</td>
<td></td>
<td>$41,410</td>
</tr>
<tr>
<td>TV/Movie Set Designer</td>
<td>1.2%</td>
<td>$58,180</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

The Design School | CDN 162
herbergeradvising@asu.edu | 480-965-4495