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 curriculum acknowledges the need for creative environments that address ecological concerns and encourages students to develop sustainable trans-disciplinary works sensitive to cultural aesthetic. The curriculum rests on a strong foundation (design principles) provided in lower-division studio and lecture courses. 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 multiple contemporary facets of sensorial design.

Students are free to explore http://asudesignshow.com/ a site maintained, monitored and voiced by alumni and members of the Graphic Design Senior Student Association. The Visual Communication Design faculty believe that the prime endorsement of the quality and continuing evolution of the program is sustained when voices are heard from an active, enthusiastic and professionally progressive body of alumni and students.

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.

This program is offered by The Design School at ASU.

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)

2020 - 2021 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://changingmajors.asu.edu/request for information about how to change a major to this program.

Transfer Options

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

Global Opportunities

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/

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:
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>
<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

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