Graphic Design, BSD

Program Description

The faculty in The Design School offer the BSD in graphic 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
- how communication is transferred and received

This program 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 program requiring 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)

2018 - 2019 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.

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, students opting 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
- Web sites

Students 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>8.4%</td>
<td>$70,530</td>
</tr>
<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>Computer Programmer</td>
<td></td>
<td>$82,240</td>
</tr>
<tr>
<td>Designer (General)</td>
<td>5.8%</td>
<td>$55,930</td>
</tr>
<tr>
<td>Occupation</td>
<td>Salary</td>
<td>Growth Rate</td>
</tr>
<tr>
<td>------------------------------------</td>
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<tr>
<td>Graphic Artist</td>
<td>$42,350</td>
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</tr>
<tr>
<td>Graphic Designer</td>
<td>$48,700</td>
<td>4.2%</td>
</tr>
<tr>
<td>Industrial Designer</td>
<td>$65,970</td>
<td>4.4%</td>
</tr>
<tr>
<td>Instructional Designer</td>
<td>$63,750</td>
<td>10.5%</td>
</tr>
<tr>
<td>Instructional Specialist</td>
<td>$63,750</td>
<td>10.5%</td>
</tr>
<tr>
<td>Performance Artist</td>
<td>$63,540</td>
<td>5.5%</td>
</tr>
<tr>
<td>Printing Press Technician</td>
<td>$39,910</td>
<td></td>
</tr>
<tr>
<td>TV/Movie Set Designer</td>
<td>$53,090</td>
<td>10.3%</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).

Solar Bright Outlook, Green Occupation

**Contact Information**

Schedule an advisor appointment  
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