



# BFA, CONCENTRATION in GRAPHIC DESIGN



GRAPHIC DESIGN at HPU

## WHAT [BFA] GRAPHIC DESIGN COURSES will I take at HPU?

### BFA, CONCENTRATION in GD

#### SEMESTER 1

Major	ART 1050: FUNDAMENTALS of DESIGN	=	○		●
Major	ART 1150: DIGITAL ART & DESIGN	=	○		●

#### SEMESTER 2

Major	ART 1060: DRAWING				
Major	GDS 1140: VISUAL LITERACY & the DESIGN PROCESS	=	○		●
Major	*GDS 0999: PORTFOLIO REVIEW				

#### SEMESTER 3

Major	GDS 2140: LAYOUT, LETTERING & TYPEFORMS	=	○		●
Major	GDS 3240: ILLUSTRATED SPACES	=	○		●
Major	ART 2000: ART HISTORY SURVEY				

#### SEMESTER 4

Major	GDS 2540: ADVANCED TYPOGRAPHIC SPACES	=	○		●
Major	ART 2350: 3D DESIGN				
Major	GDS 3150: HISTORY of GRAPHIC DESIGN	=	○		●
Major	ART ____: [ ]STUDIO ART ELECTIVE				

#### SEMESTER 5

Major	GDS 3140: KINETIC ENVIRONMENTS	=	○		●
Major	ART 4040: INTERMEDIA	=	○		●
Major	ART 3860: CONTEMPORARY CONCEPTS in ART				

#### SEMESTER 6

Major	GDS 3540: INTERACTIVE ENVIRONMENTS	=	○		●
Major	ART 3680: DIGITAL PHOTOGRAPHY				

#### SEMESTER 7

Major	GDS 4240: DESIGN LAB 01	=	○		●
Major	GDS 4140: SENIOR PROJECTS 01	=	○		●
-- **PICK ELECTIVE FROM LIST					

#### SEMESTER 8

Major	GDS 4540: DESIGN LAB 02	=	○		●
Major	GDS 4640: SENIOR PROJECTS 02	=	○		●

## WHAT SKILLS will I LEARN in my GRAPHIC DESIGN COURSES ?

### Typography + History.

- **Typographic Exploration + History** ●●●●●●●●
- Expressive Typography [type as image] ●●●●
- Practical Typography ●●●●●●●●
- Poetic Typography ●●●●●●●●
- Persuasive Typography ●●●●
- **Typeface Building** ●●
- **Typeface Pairing** ●●●●●●●●
- Analog Type / Typographic Anatomy / Classification ●●
- Typographic Rules ●●●●●●●●

### Image Making + Studio Art.

- **Photography** ●●●●●●●●
- **Drawing** ●●●●●●●●
- **Image Making** ●●●●●●●●
- **Illustration** ●●●●●●●●

### Book Making + Zines + Brochures.

- **Book Design / Space + Narrative** ●●●●●●●●
- **Layout Design** ●●●●●●●●
- **Typographic Systems & Grids** ●●●●●●●●
- **Information Graphics / Visualizing Info.** ●●●●●●●●
- **Process Books** ●●●●●●●●
- **Narrative Building & Experimental Writing** ●●●●●●●●

### Branding + Logo Design.

- **Icon Design** ●●●●●●●●
- **Logo Design / Symbol / Lettermark / Wordmark** ●●●●●●●●
- **Brand Identity Design / Dynamic Identities** ●●●●●●●●
- **Personal Branding / Designing Brand Book + Brief** ●●●●
- **Brand Design + Brand Writing + Archetypes + UVP** ●●●●
- **Brand Design for the Senses / Sight / Sound / Touch** ●●●●
- **Design-based Brand Strategy + Narrative Building** ●●●●

### Package Design + 3D Design.

- **Package Design** ●●●●●●●●
- **Package Pattern Making / Engineering** ●●●●●●●●
- **Pattern Design / Surface Design** ●●●●●●●●
- **Paper Engineering + Folding** ●●●●●●●●

### Professional Practice.

- **Professional Practice / Working with Clients** ●●●●●●●●
- **Studies in Best Practice + Client Interaction** ●●
- **Professional Documents & Concepts** ●●
- Client Questionnaire / Invoices / Terms ●●
- Resume Design ●●
- **Professional Presentations for clients** ●●
- **Portfolio Development & Analysis** ●●●●●●●●

### Website Design + Interactive.

- **Website Design** ●●
- **Formal Design + Coding + CSS + HTML** ●
- **App Design** ●●

### Motion + Animation.

- **Motion / Typographic Builds / PSA** ●●
- **Animated Gifs / Stop Motion Animation** ●●
- **Storytelling / Narrative Building** ●●●●●●●●

## GRAPHIC DESIGN is so much MORE than PHOTOSHOP & LOGOS...

### Software + Creativity.

- **Adobe Illustrator** ●●●●●●●●
- **Adobe Photoshop** ●●●●●●●●
- **Adobe InDesign** ●●●●●●●●
- **Adobe After Effects** ●
- **Adobe Dreamweaver** ●●
- **Adobe Dimension** ●●●●●●●●
- **Adobe Acrobat** ●●●●●●●●

### Roles / Archetypes.

- Designer as **Professional** ●●●●●●●●
- Designer as **Communicator** ●●●●●●●●
- Designer as **Problem Solver** ●●●●●●●●
- Designer as **Entrepreneur** ●●●●
- Designer as **Maker** ●●●●●●●●
- Designer as **Artist** ●●●●●●●●
- Designer as **Illustrator** ●●●●●●●●
- Designer as **Storyteller** ●●●●●●●●

### Formal Investigation.

- **Elements + Principles of Design** ●●●●●●●●
- **Design Thinking + Problem Solving** ●●●●●●●●
- **Design Research** ●●●●●●●●
- **Design in Context** ●●●●●●●●
- **Conceptual Design** ●●●●●●●●
- **Exploring Media as Message** ●●●●●●●●
- **Historic Perspectives** ●●●●●●●●

### Conceptual + Critical Analysis.

- **Conceptual Inquiry + Practice** ●●●●●●●●
- **Aesthetic Building & Inquiry** ●●●●●●●●
- **Aesthetic Analysis** ●●●●●●●●
- **Critique + Critical Analysis** ●●●●●●●●
- **Universal vs. Personal Analysis** ●●●●●●●●

### Making + Process + Practice.

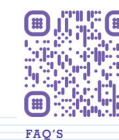
- **Studio Culture** ●●●●●●●●
- **Making as Practice** ●●●●●●●●
- **Experiential** ●●●●●●●●
- **Investigative** ●●●●●●●●
- **Action-oriented** ●●●●●●●●
- **Design Thinking / Process** ●●●●●●●●
- **Prototyping** ●●●●●●●●
- **Production & Printing** ●●●●●●●●
- **Experimental Printing Methods** ●●●●●●●●

### Experimental Design.

- **Experimental Ephemera** ●●●●●●●●
- **Experimental Illustration** ●●●●●●●●
- **Self-Driven Work / Passion Projects** ●●●●●●●●
- **Digital Art** ●●



GD COLLECTIVE



FAQ'S



ALUM SUCCESS

## WHAT makes OUR PROGRAM UNIQUE?

### ◦ VISITING DESIGNERS.

Milton Glaser / Paula Scher / Aaron Draplin / Art Chantry / Minalima [Harry Potter design team] / Lauren Hom / Timothy Goodman / Meena Khalili / Chip Kidd /

### ◦ WHO has HIRED our STUDENTS?

Disney Studios / Charlotte Hornets NBA Team / Rock and Roll Hall of Fame / Lowes Foods / UPS / Republican National Committee / Brigham Women's Hospital at the Harvard Medical School / Gannet (USA Today) / Dillards / Davis AD Agency / Design Network / Greenhouse Fabrics / Jewlery Television / Furnitureland South / Everlight Solar / Mark Thomas Media / Rue Gilt Groupe /

### ◦ NASAD ACCREDITATION.

Study with professionals in a school accredited by the National Association of Schools of Art & Design [NASAD]. NASAD, requires a rigorous, contemporary, and current accreditation process that is required for some industry design positions. The best schools in the country have achieved NASAD accreditation.

### ◦ PROFESSIONAL DEGREE.

Earn your professional BFA, concentration in Graphic Design degree; learn about clients, develop essential skills, and graduate with a competitive portfolio.

### ◦ EXPERIENCED BASED.

We offer NASAD accredited studio-based courses with practical experience-based assignments.

### ◦ FULL-TIME POSITIONS.

After graduation, you enter the design field with a degree that can land you a full-time creative job.

### ◦ AWARD-WINNING, HYBRID, COMPETITIVE, Student Portfolios.

Our students win awards and rise to the top. Our BFA degree focuses on hybrid practices weaving branding, packaging, motion, environments, and web design [UI/UX] projects and principles throughout the degree. We focus on problem solving, design thinking, narrative, strategy, form, creativity, and concept-based outcomes.

### ◦ YEARS of EXPERIENCE.

Our award winning design professors have worked in the field for over 20 years. Our teachers offer significant knowledge and have worked with Target Stores, Krispy Kreme, Walgreens, CVS, Walmart, as well as with famous designers and artists.

### ◦ EXTRAORDINARY Opportunities.

Take trips to New York City, Washington DC, & Italy for experiential learning opportunities. Join the Creative Arts Fellows. Meet famous designers. Dedicate yourself to our student group and plan Design Week.