



GRAPHIC DESIGN 2023-2024

Name _____ Start Term _____ Today's Date _____
Preferred Name _____
ID # _____ Faculty Advisor _____

SUPPORTIVE STUDIO 24 Semester Hours			ART HISTORY 12 Semester Hours			GENERAL EDUCATION 30 Semester Hours		
Sem Plan		CR	Sem Plan		CR	Sem Plan		CR
☐	KCFN 113 Color: Apply	3	☐	KCAH 101 Global Art I	3	☐	KCHU 120 Writing	3
☐	KCFN 115 Design: Text	3	☐	KCAH 102 Global Art II	3	☐	KCHU 255 Narrative Studies	3
☐	KCFN 116 Design: Image	3	☐	KCAH 214 History of GD	3	☐	KCSS 229 Cultural Studies	3
☐	KCFN 133 Drawing: Learn	3	☐	KCAH _____	3	☐	KCHU 228 Philosophy	3
☐	KCFN 134 Drawing: Practice	3	(Art History Elective)			☐ Choose <u>one</u> of the following:		
☐	KCGD 214 Typography I	3				☐	KCSC 240 Perspectives on Science	3
☐	KCGD 220 Typography II	3				☐	KCSC 231 Math in Art and Design	3
☐	KCDM 317 Web Design I	3				☐	KCSC _____ Math/Science Elective	3
						Pathways: Select <u>one</u>:		
						☐ Narrative Studies (NR)		
						☐ Cultural Studies (CS)		
						☐ Philosophical Studies (PL)		
						At least (3) courses will be taken within the selected Pathway.		
						Recommended at the 200-level or higher		
						☐	_____	3
						☐	NR/CS/PL	3
						☐	NR/CS/PL	3
						☐	NR/CS/PL	3
						☐	NR/CS/PL	3
						☐	NR/CS/PL	3
						☐	KCHU 460 or 461 or KCSS 460	3
						Capstone Course		
						MINOR: (Optional) _____		
						15 Semester Hours		
						☐	_____	3
						☐	_____	3
						☐	_____	3
						☐	_____	3
						☐	_____	3

**MAJOR STUDIO
45 Semester Hours**

☐	KCGD 120 GD Processes	3
☐	KCGD 222 GD Narratives	3
☐	KCGD 240 GD Prod & Mgt	3
☐	KCGD 310 Concept & Strategy	3
☐	KCGD 311 Principles of Branding	3
☐	KCGD 312 Advertising Design	3
☐	KCGD 313 Package Design	3
☐	KCGD 315 Publication Design	3
☐	KCGD 324 Typography III	3
☐	KCGD 350 Contemp Media Tech	3
☐	KCGD 450 Critical Practice I *	3
☐	KCGD 462 Critical Practice II **	3
☐	KCGD 411 Integrated Systems ***	3
☐	KCGD 461 GD Portfolio ****	3
☐ Choose <u>one</u> of the following:		
☐	KCDM 319 Web Design II	3
☐	KCGD 402 GD Internship (Jr/Sr standing)	3
☐	KCGD 412 Advanced Advertising	3

**ELECTIVES
9 Semester Hours**

☐	_____	3
☐	_____	3
☐	_____	3

Example Program Plan

NEEDED FOR GRADUATION:	Completed	Need
SUPPORTIVE STUDIO	24 _____	_____
ART HISTORY	12 _____	_____
GENERAL EDUCATION	30 _____	_____
MAJOR STUDIO	45 _____	_____
ELECTIVES	9 _____	_____
TOTAL	120 _____	_____

Office Use Only:			
Revised:	_____	Revised:	_____
Revised:	_____	Revised:	_____
Revised:	_____	Revised:	_____
Revised:	_____	Revised:	_____

Academic Affairs Signature
Form Revised: 5/23

Last Name: _____

THE B.F.A. IN GRAPHIC DESIGN (2023-2024)

The mission of the Graphic Design program of Kendall College of Art and Design is to graduate innovative design thinkers and makers. Students will broadly apply their skills across established and emerging media. They will be educated in a hands-on, integrative, studio-based learning environment where they will learn to use design fundamentals and contemporary technology as tools for strategic communication, problem-solving, and personal expression.

The Graphic Design program promotes curiosity, exploration, and investigation through active engagement in process and making. Students are encouraged to view their world with awe, wonder, and an open mind, to examine and experiment, and to ask questions and seek answers.

Through a comprehensive and rigorous education, graduates of the Graphic Design program will be prepared for further evolution within the professional field of graphic design and other design-related disciplines.

<u>CREDIT DISTRIBUTION REQUIREMENTS FOR BFA</u>		<u>RECOMMENDED SEQUENCING</u>			
		<u>Fall</u>		<u>Spring</u>	
Supportive Studio	24		<u>First Year</u>		
Major Studio	45		KCFN 116 Design: Image		3
General Education	30	KCFN 113 Color: Apply	3	KCFN 134 Drawing: Practice	3
Art History	12	KCFN 115 Design: Text	3	KCGD 214 Typography I	3
Electives	9	KCFN 133 Drawing: Learn	3	KCAH 102 Global Art II	3
Total Credits	120	KCAH 101 Global Art I	3	Gen Ed - Foundation	3
		KCHU 120 Writing	3		
			<u>Sophomore</u>		
		KCGD 120 GD Processes	3	KCGD 220 Typography II	3
		KCGD 222 GD Narratives	3	KCGD 310 Concept & Strategy	3
		KCGD 240 GD Prod & Mgt	3	KCDM 317 Web Design I	3
		KCAH 214 History of GD	3	Gen Ed - Foundation	3
		Gen Ed - Foundation	3	Gen Ed - Foundation	3
			<u>Junior</u>		
		KCGD 311 Prin of Branding	3	KCGD 312 Advertising Design	3
		KCGD 313 Package Design	3	KCGD 315 Publication Design	3
		KCGD 324 Typography III	3	KCGD 350 Contemp Media Tech	3
		Elective	3	Gen Ed - Pathway	3
		Gen Ed - Pathway	3	Gen Ed - Pathway	3
			<u>Senior</u>		
		KCGD 450 Critical Practice I	3	KCGD 411 Integrated Systems	3
		KCGD 462 Critical Practice II	3	KCGD 461 GD Portfolio	3
		Intern/Adv Ad/Web Design II	3	KCAH Elective	3
		Elective	3	Elective	3
		Gen Ed - Pathway	3	Gen Ed - Capstone	3

DEGREE REQUIREMENTS

Complete 120 semester credit hours.

Complete a studio major program of study (at least half of the major credits must be in residence at KCAD).

Complete all Supportive, Art History and General Education requirements.

Complete a minimum of 30 semester hours in residence at KCAD.

Earn a minimum overall grade point average (GPA) of 2.0 or higher, and a minimum GPA of 2.25 in the major studio core (studio electives exempted).

Submit a digital image of senior level work.

Be in good standing with the College.

* Must be taken one semester prior to GD 461/411 and concurrently with KCGD 462

** Must be taken one semester prior to GD 461/411 and concurrently with KCGD 450

*** Must be taken concurrently with GD 461

**** Must be taken concurrently with GD 411

Kendall College of Art and Design of Ferris State University reserves the right to make curriculum changes without notice.