

**La Roche College**  
**GRAPHIC & COMMUNICATION DESIGN PROGRAM GUIDE**  
**Degree: Bachelor of Science    Department: Graphic & Communication Design**

Student Name \_\_\_\_\_  
 I.D. Number \_\_\_\_\_

\_\_\_\_\_ First-Year Student    \_\_\_\_\_ Transfer  
 \_\_\_\_\_ Change of Major    \_\_\_\_\_ Readmit

This is the (check one) \_\_\_\_\_ **official** or \_\_\_\_\_ **unofficial evaluation** of your credits to date including transfer credits (if applicable) in your chosen major. Update your progress each semester by printing a copy of your Academic Record (available through Project EASE). Take this guide to meetings with your academic advisor and update the guide accordingly. If you are a transfer student, this Guide shows previous coursework accepted toward this major. Evaluations are not official until official transcripts for all previous college work are received and reviewed for transferability by the Registrar's Office.

**PURPOSE:** Major in Graphic & Communication Design is organized to prepare students for a career in the graphic design profession, (advertising, print design, multimedia and related design specializations to build a broad entry-level portfolio; and to study at the graduate level).

- REQUIREMENTS:** To successfully complete the graphic design major, the following coursework is required:
- 60 credits required as graphic design studio/major credits (includes one SELAES)
  - 18 credits required as graphic design studio/related electives
  - 12 credits required in art history
  - 31 credits required as core curriculum (includes 1 dual domain select; GCD 123 fulfills SELAES)
  - A minimum of 121 credits is required for graduation, the last 30 of which must be earned at La Roche.

*NOTE: The Department of Graphic & Communication Design will implement the new, revised curriculum on a yearly basis, with courses in place as required. The Department of Graphic & Communication Design reserves the right to modify programs as required by our accrediting agency, NASAD, National Association of Schools of Art & Design.*

**GRAPHIC & COMMUNICATION DESIGN FOUNDATION PROGRAM**

**FRESHMAN 1<sup>ST</sup> SEMESTER--Required Courses**

___ GCD 160	Foundation Design I	3	_____
___ GCD 170	Computer Graphics I (Photoshop)	3	_____

**FRESHMAN 2<sup>ND</sup> SEMESTER--Required Courses**

* ___ GCD 123	Drawing I (Fulfills SELAES)	3	_____
___ GCD 162	Foundation Design II	3	_____
___ GCD 172	Computer Graphics II (Illustrator)	3	_____

Completion of Freshman Evaluation

**SOPHOMORE 1<sup>ST</sup> SEMESTER--Required Courses**

___ AH 202	History of Graphic Design	3	_____
___ GCD 208	Digital Publishing (INDESIGN)	3	_____
___ GCD 210	Graphic Design Methodologies	3	_____
___ GCD 212	Typography I	3	_____

**SOPHOMORE 2<sup>ND</sup> SEMSTER--Required Courses**

___ AH 117	Art History I	3	_____
___ GCD 216	Digital Photography	3	_____
___ GCD 221	Graphic Design I	3	_____
___ GCD 229	Multimedia I or Major Elective	3	_____

Successful Completion of Mid-Collegiate Review

**GRAPHIC & COMMUNICATION DESIGN PROFESSIONAL PROGRAM**

**JUNIOR 1<sup>ST</sup> SEMESTER--Required Courses**

___ AH 118	Art History II	3	_____
___ GCD 310	Writing & Presentation Design	3	_____
___ GCD 331	Graphic Design II	3	_____
___ GCD 345	Multimedia II	3	_____

**JUNIOR 2<sup>ND</sup> SEMESTER--Required Courses**

___ AH 245	Contemporary Design	3	_____
___ GCD 341	Graphic Design III	3	_____
___ GCD 346	Multimedia III	3	_____
___ GCD _____	Major Elective	3	_____
___ GCD _____	Major Elective	3	_____

**SENIOR 1<sup>ST</sup> SEMESTER--Required Courses**

___ GCD 410	Environmental & Packaging Design	3	_____
___ GCD 441	Design In Advertising	3	_____
___ GCD 455	Senior Design Seminar	3	_____
___ GCD _____	Major Elective	3	_____

**SENIOR 2<sup>ND</sup> SEMSTER--Required Courses**

___ GCD 326	Digital Prepress & Printing	3	_____
___ GCD 451	Internship or Major Elective	3	_____
___ GCD 458	Portfolio Preparation	3	_____
___ GCD _____	Major Elective	3	_____

**MAJOR ELECTIVES**

*Students must select 6 major elective courses totaling 18 credits for completion of the G&CD degree (including one three-credit internship).*

___ GCD 205	Digital Fine Art	3	_____
___ GCD 229	Multimedia I (Web Design)	3	_____
___ GCD 238	Ad Illustration	3	_____
___ GCD 240	Word & Image	3	_____
___ GCD 247	Photographic Lighting Techniques	3	_____
___ GCD 322	Typography II	3	_____
___ GCD 410	Environmental & Packaging Design	3	_____
___ GCD 450	Advanced Computer Graphics	3	_____
___ GCD 451	Internship (Required junior or senior Year)	3	_____
___ GCD 452	Internship	3	_____
___ GCD/EN 351	Publication Design	3	_____
___ MKT 312	Buyer Behavior <b>OR</b>	3	_____

\_\_\_\_\_ MKT 414 Marketing Strategy (*Marketing courses cannot be counted as major elective credits if a student is earning a minor in marketing.*)

**CORE CURRICULUM REQUIREMENTS: 31 Credits Required**

**Fundamental courses: 12 credits required**

_____ EN 111	College Writing I (Fundamentals)	3	_____
_____ EN 111L	College Writing I lab	0	<i>Co-requisite for EN111</i>
_____ EN 112	College Writing (Fundamentals)	3	_____
_____ IST 105	Practical Computer Applications	3	_____
_____ MT 110/110A	College Algebra	3	_____

**La Roche Experience: 4 Credits Required**

_____	LRC 101	Introduction & History	1	_____
_____	LRC 102	Diversity / Discrimination	1	_____
_____	LRC 201	Regions Of Conflict	1	_____
_____	LRC 202	Economic Justice	1	_____

**Community/Global Courses: 6 Credits:**

_____	INT-COMM	Community	3	_____
_____	INT-GLBL	Global Perspective	3	_____

**SELECT Courses: Minimum 12 Credits Required**

_____	SELECT Aesthetics (GCD/ID 123*--fulfilled in major)			
_____	SELECT History		3	_____
_____	SELECT Literature		3	_____
_____	SELECT Religion/Philosophy		3	_____
_____	SELECT Science		3	_____
_____	SELECT Social/Cultural Systems		3	_____

\*Students in Graphic & Communication Design will fulfill the SELECT Aesthetics requirements by taking the GCD/ID required drawing course.

\*\*Two SELECT areas can be fulfilled by taking a dual domain course.

	<u>Completed</u>	<u>Need</u>	<u>Comments:</u>
Accepted in Transfer	_____	_____	_____
La Roche College Credit	_____	_____	_____
Total	_____	_____	_____
Applicable to Major	_____	_____	_____
Art History Component	_____	_____	_____
Major Electives	_____	_____	_____
CORE Curriculum	_____	_____	_____

**Note:** Graphic & Communication Design students may elect to pursue an academic minor in an area of their choice; however, this may require additional credits for graduation.

**Registrar's Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_