MAJOR OF INVESTIGATION: **Graphic Design**

RESEARCH THESIS: **How does the Graphic Design major compare at Brigham Young University, University of San Francisco, and Cal Poly San Luis Obispo.**

1. GENERAL OVERVIEW OF THE MAJOR - synthesized information from below

* Generally speaking, most Graphic design programs focus on cultural change, context, & audience, design thinking, effective communication through design, professional practice, design impact & sustainability, design across media types
* Graphic design Majors differ in what they emphasize (depending on college)
  + BYU focuses more on graphic design in communication and prepares their students for careers in advertising, marketing, or education
  + USF focuses on social impact of design and influencing the world for the greater good and has a broader major that encompasses many modes of design
  + Cal Poly has a small art and design major that offers a connection between 3 different concentrations, preparing students for collaboration in a professional workplace
* Most graphic design programs will require the same courses - design, media design, typography, branding, and studio
* All will require a capstone project and some sort of internship during their final year

<https://99designs.com/blog/tips/types-of-graphic-design/>

2. COMPARISON OF MAJOR PROGRAMS

**BYU**

* Major Title: Graphic design BFA under fine arts and communication (“General Information”)
* Application process:
  + Pre-design (major intent) by end or prior semester
  + Talent award scholarships (december 1st)
  + Portfolio review
  + DESGD 145
* Limited enrollment of 40 students for an annual acceptance rate of 25%
* Apply to the Graphic Design BFA program at the end of 2nd year/ taking pre-major courses: design 1, typography 1, design 2, media design 1 (“Graphic design”)
* Program outcomes: (“Graphic design”)
  + Cultural change, context, & audience
  + Design Thinking
  + Effective Communication through design
  + Professional Practice
  + Design Impact & sustainability
  + Design Across Media Types
* “The Graphic Design program at BYU simulates a professional studio experience with students working to solve complex visual problems.” (“BFA in Graphic Design (488034) MAP Sheet”)
* “As members of small cohort groups, students complete a variety of individual and collaborative projects under close faculty direction. The program has a history of producing award-winning student work and enjoys an established international reputation.” (“BFA in Graphic Design (488034) MAP Sheet”)
* Graduation requirements: (“BFA in Graphic Design (488034) MAP Sheet”)
  + Pre-requisite course of design 1
  + 3 foundational courses (design 1, typography 1, media design 1)
  + *Apply to major via portfolio review*
  + 9 courses during junior year
  + 2 lecture series
  + 4 art history
  + BFA Capstone project
  + 3 Career & Business courses including 1 internship
  + Internship: “A successful internship program in major design centers provides a bridge to professional practice and excellent job placement.” (“BFA in Graphic Design (488034) MAP Sheet”)
  + Core requirements - beyond normal university bc BYU is a private religious university
* Can combine BFA in graphic design with the k-12 art licensure program to prepare for a job in teaching (“BFA in Graphic Design (488034) MAP Sheet”)
* Contact: Hailie Gill (Gill, Hailie)
  + Describes overall college experience to be enriching and wholesome
  + Very comfortable and safe environment
  + Graphic design program offers a lot of freedom

**USF**

* Major Title: College of Arts and sciences/ Department of art & architecture/ design major (“Design”)
* No specific graphic design program, but a program that encompases design so students get a broad spectrum of experience (“Design”)
* Major description from website: “graphic, web, publication, interactive, and environmental design that does good” (“Design”)
* “By combining a holistic approach to design with a passion for justice, you’ll create stunning work that inspires change.” (“Design”)
* “Our program is built around the idea that today’s designers must be able to work comfortably and effectively across a broad range of media with an eye toward the greater good.” (“Design”)
* “You’ll develop the skills to independently and collaboratively design critical and thoughtful messages, interfaces, and public spaces” (“Design”)
* The design major focuses on developing a diverse skill set, professionalism, collaboration, and critical thinking (“Design Major”)
* “By practicing design in an expanded field, students gain comprehensive experience with a wide range of process-oriented skills, including conceptual development, visual rhetoric, formal experimentation, and critical thinking.” (“Design Major”)
* Major requirements: (“Design Major”)
  + 9 courses, primarily during freshman and sophomore year including art history, design principles, communication, typography, & digital media design
  + 2 elective courses
  + 1 seminar elective - junior year
  + 1 design internship - senior year
  + Senior project/capstone - senior year “students develop and produce a project that responds to specific cultural, social, and political changes in the world around them” displayed in SOMArts Cultural Center in SF, semester long project
  + Professional practice in design - senior year, teaches skills students will need in the professional setting and educates on possible careers
* “What I think is really great about our design program, “is how we’re able to blend design, social justice, and current trends and issues.” - program director: Rachel Beth Egenhoefer (“Students Showcase Designs at SF Art Gallery”)
* Beyond the classroom:
  + Graphics center: student run organization that produces designs for various clubs on campus, students are paid for their work, and get experience working with real clients
  + AIGA USF: student run club that's nationally recognized as a professional entry point
* Contact: sydney sylvers - recent graduate (Sylvers, Sydney)
  + Fun and rewarding experience
  + Good combination of tech and art
  + More in [email interview](https://docs.google.com/document/d/1qFHzxUbuW-HnM2871VvYoNAyAuZRi9sWGOGOuVjyP-g/edit)

**CAL POLY**

* Major Title: Art and Design -- concentration in graphic design
* Through the College of Liberal Arts (“Welcome from the Chair”)
* Small class sizes (“Welcome from the Chair”)
* The Art and Design Major includes 3 concentrations including Graphic Design, Photography, and Studio Art (“Bachelor of Fine Arts”)
* “Through team projects, students have the unique opportunity to experience the interaction and relationship of graphic design, photography & video, and studio art” (“Bachelor of Fine Arts”)
* Graduation requirements:
  + Senior portfolio: tailored to career interest/ career goals
  + Reviewed by design professionals - past graduates
  + Support/ Mentorship provided by alumni
  + Courses: (“B.F.A. in Art and Design”) (“B.F.A. Art and Design”)
  + Career research/ internships
* “Graphic Design encompasses: branding, interaction design, spatial design, publication design, package design, and motion design. Cal Poly’s design curriculum emphasizes creative problem solving, focusing on the development of technical skills combined with a strong foundation in research techniques and critical thinking.”(“Graphic Design Concentration”)
* “Students in the graphic design concentration study a variety of subjects relevant to the field, including: typography, identity design, user interface design, motion design, illustration, advertising, book arts, and design history.”(“Graphic Design Concentration”)
* “Our program encourages students to think conceptually and ethically when approaching a wide range of design challenges.”(“Graphic Design Concentration”)
* “Graphic design is a powerful form of communication. Designed images, objects, environments and experiences shape our culture.” (“Graphic Design Concentration”)
* Applying:
  + Portfolio: 1 page personal statement, submission of 6-8 pieces completed within the past 2 years (“Portfolio Requirements”)
* Clubs: (“Clubs and Activities”)
  + AIGA - student run professional association for design. attends portfolio reviews in SF, LA, SD, SB; and design studio tours <https://www.facebook.com/AigaCalPoly>
  + Club 34 - host social gatherings for department as well as “push pin” - a display of work before finals
* Contact: David Carson
  + “There’s always activities to do on campus, and the class sizes are relatively small, so we get a lot of one-on-one instruction”
  + “I also like the close proximity to the other art concentrations, I can just walk down the hall and see what everyone is working on” (Carson, David)

3. CAREER OPPORTUNITIES

* Roles in business - production design, consumer services, education, entertainment, branding, marketing, design through tech (rely on solid design skills and process) (“Careers in Art and Design”)
* “Graphic Designers work in a wide array of design-related disciplines including branding, product design, publishing, interaction design, web design, mobile app development, experience design, service design, motion graphics, and data visualization.” (“BFA in Graphic Design (488034) MAP Sheet”)
* “Designers often work in traditional design studios, interactive agencies, advertising agencies, and corporate design positions. They also work as design entrepreneurs, freelancers or in design management positions.” (“BFA in Graphic Design (488034) MAP Sheet”)
* <https://www.youtube.com/watch?time_continue=96&v=dt6td67yF9E>
* “Graphic designers create visual concepts, using computer software or by hand to communicate ideas that inspire, inform, and captivate consumers.” (“Graphic Designers”)
* Average wage as of may 2018: $50,370 per year - $24.21 per hour (“Graphic Designers”)

CONCLUSION:

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