University of Houston
School of Art

bachelor of fine arts  Graphic Design

Graphic designers are communicators that express a given message primarily through the use of type and image in visual media. The student is provided with a framework of cultural, social and historical information, and the methodological and technological skill sets within the graphic design context.

Classroom instruction includes the fundamental principles of design, typography, form and image development, composition, 2-D media exploration, concept development, theory and criticism, graphic design history, and graphic software programs including web and motion. Additionally, a vital component of the program is the creation of an open dialogue between professors and their students.

careers. Professional designers have a wide range of career choices including work in print (producing identity systems, magazines, posters, brochures, annual reports, menus, books, and other print material), motion (on-air graphics, video, animation, web motion) and web design (web site development and design). Specific job titles may include: Junior/Senior Graphic Designer, Creative Director, Design Director, Art Director.

mandated studio art courses

FUNDAMENTALS: 4 COURSES. 1 open selection, plus

ART 1301 Fundamentals of Drawing
An introduction to the fundamental elements of drawing: line, value, perception, perspective, positive/negative space, and composition. These elements will be addressed through still life work, interior space, and the human figure. Students will use both wet and dry media and are expected to leave the course with the ability to translate three-dimensional objects into two-dimensional drawings.

ART 1330 Fundamentals of Graphic Design
The fundamental principles of art and design are explored, including: the language of form and space; the compositional properties of balance, asymmetry; the creation of tension, flow, and movement. Spatial relationships are investigated using line, surface, texture and shape. Studies include type as form.

RELATED ARTS: 7 COURSES. 4 open selections, plus

ART 3330 Intermediate Graphic Design
This course provides an advanced study in composition and form relationships. Research and concept development merge with the aesthetic. Emphasis is placed on hand-crafted media experimentation, basic typography and image development.

ART 3334 Design Principles
Images and symbols are investigated for their meaning within varying contexts. Various methods for image-making are investigated.

ART 3303 Color
Theories of color are explored through a series of projects. The process of mixing colors examines color range and precision. Color is used as a means of emotion and expression.

Related Arts Prerequisites

1.  ART 1301 Fundamentals of Drawing
2.  Before an intermediate level course can be taken, the corresponding fundamentals level course must have been completed.
3.  Before an advanced level course can be taken, the corresponding intermediate level course must have been completed.

2014-2015
MAJOR CONCENTRATION

junior graphic design. An intense two-semester study where students meet from 8:30 - 5:30 on Tuesday and Thursday in a schedule of three concurrent courses. The primary focus for both semesters is typography. The first semester consists of fundamental and advanced typographic exploration, type history, and graphics software. The second semester emphasizes typographic systems, multi-page formats within print and digital environments, app and web design, semantics, communication principles, language theory, and information design. In-depth research, writing, and reading supplement the design processes.

senior graphic design. Students who successfully complete junior courses continue for two sequential semesters of senior courses. With three classes per semester, the senior student focuses on advanced design research and methodology. All aspects of design merge to create advanced solutions to multi-level assignments. Investigations include semantics, design theory and issues, critical thinking, complex problem solving, and concept development skills. Theory, criticism, and contextual studies give the graduating senior an understanding of the range and scope of the design profession. Technology courses include advanced web and motion graphics. The final semester emphasizes professional applications, portfolio development and documentation. Upon graduation, the students will be well prepared to enter the job market or continue their academic pursuits.

competitive portfolio review.

Admission into the Major Concentration is determined by competitive portfolio review and approval of the graphic communications faculty. The review is held in November of the fall semester and April of the spring semester, and the two-year cycle of coursework begins every fall semester.

Students are allowed to participate in the competitive portfolio review for graphic communications no more than two times.

requirements for portfolio submission

1. A 2.67 GPA in all ART 3000/4000 level Related Arts courses.
2. All 12 hours of the Fundamental (Art 1000 level) courses must be completed or enrolled to complete in the semester of the portfolio review.
3. All mandated Related Arts (ART 3000/4000 level) courses must be completed or enrolled to complete in the semester of the portfolio review.
4. Plus additional courses to fulfill a minimum of 5 courses (15 hours) of Related Arts (ART 3000/4000 level) courses must be completed or enrolled to complete in the semester of the portfolio review.
5. Cumulative GPA will be reviewed.

requirements for portfolio content. 12-15 portfolio pieces from Fundamentals, Intermediate Graphic Design, Design Principles, and Color courses are displayed during portfolio review. Additional works from non-graphics courses may also be included (i.e. Photography, Painting, Sculpture, etc.) Transfer students may show 12-15 works from their previous school.

senior exhibition. Evaluation is an ongoing effort which culminates at the end of each semester with a portfolio presentation. Each spring, senior students present their work in a group exhibition. Organized by the senior students, this event brings peers, faculty, friends, and area design professionals to view the final portfolio. This exposure to area professionals provides job opportunities.

internships. Although a formal, credited internship program is not available, many upper-level students are working in the design community. The faculty is contacted on a regular basis to recommend students to serve as paid interns. However, these internships are not for course credit. Students are also eligible to seek out their own internships.

admission information. The School of Art follows the standard UH admission requirements and procedures for freshmen, transfer and post baccalaureate students, which are available at www.uh.edu/enroll/admissions. There are no separate admissions requirements for the School of Art bachelor degree programs.

scholarships. The College of Liberal Arts and Social Sciences is fortunate to have a pool of scholarship funds donated by several individual and business contributors. The amount of award varies according to the particular scholarship, but amounts have been in the range of $500-$2000 per year. Students may apply for these scholarships in the spring semester, and applications are available online at http://www.uh.edu/class/students/undergraduate/financial-support/index.php.

professional organizations. As an integral part of their educational experience, students are encouraged to become involved in student organizations. These organizations assist in stimulating intellectual growth and achievement, as well as provide an opportunity for building a network of professional relationships. Students interested in Graphic Communications can enjoy participation in the following related organizations:

GCSA, Graphic Communications Student Association
ADCH, Art Directors Club of Houston
AIGA, American Institute of Graphic Arts

AIGA, a national design organization, has a local chapter which organizes many events (lectures, conferences and studio tours) as well as a student portfolio review in the spring, when 30 area professionals review student portfolios.

general information.

To receive more information or to schedule an appointment, contact:

School of Art Undergraduate Advising 713.743.3670
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100 Fine Arts Building
Houston, Texas 77204-4019
www.uh.edu/class/art

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