Graphic Design
Bachelor of Fine Arts

Graphic designers are communicators who express a given message primarily through the use of type and image in visual media. Students in the UH graphic design program are provided with a framework of cultural, social and historical information, and the methodological and technological skill sets to develop meaningful visual communication.

Classroom instruction includes the fundamental principles of design, including composition, typography, form and image development, 2-D media exploration, concept development, theory and criticism, graphic design history, and graphic design software 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. Specific job titles may include: Junior/Senior Graphic Designer, Creative Director, Design Director, Art Director.

Mandated Studio Art Courses

Fundamentals
4 Courses: 2 open selections, 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 through the use of analog tools, including: the language of form and space; the compositional properties of balance, asymmetry, and the creation of tension, flow, and movement. Spatial relationships are investigated using line, surface, texture and shape. Studies include type as form.

Related Arts Courses
7 Courses: 4 open selections, plus

Before a related arts course can be taken, the corresponding fundamentals level course must have been completed.

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 Introduction to Type
This course builds knowledge of typographic vocabulary and typeface classifications, and emphasizes fundamental typographic compositions through form, syntax and hierarchy.

ART 3303 Color, Materials and Methods
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.

Graphic Design Related Arts Prerequisites
- ART 1301 Fundamentals of Drawing
- ART 1330 Fundamentals of Graphic Design
Major Concentration

Before an advanced level course can be taken, the corresponding related arts (intermediate level) course must have been completed.

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 print production. 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 as seniors. With three classes per semester, senior students focus on advanced design research and methodology. Investigations include semantics, design issues and theory, critical thinking, complex problem solving, and concept development skills. Concentrated study provides graduating seniors with an understanding of the range and scope of the design profession. The final semester emphasizes professional applications, portfolio development and documentation. Upon graduation, students will be well prepared to enter the job market or apply to graduate school.

Competitive Portfolio Review
Admission into the Major Concentration is determined by competitive portfolio review and approval of the graphic design faculty. The review is held in November of the fall semester and April of the spring semester. The two-year cycle of advanced 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, Intro to Type, and Color courses are displayed during portfolio review. Additional works from non-graphic design 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 freshman, 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.

Design Organizations
As an integral part of their educational experience, students are encouraged to become involved in design organizations. Participation stimulates intellectual growth and achievement, and provides an opportunity for networking:

GCSA, Graphic Design Student Association
Senior Graphic Design students organize fundraising activities each year to support their Senior Graphic Design Senior Exhibition.

AIGA, the professional association for design
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 area professionals review student portfolios.
aiga.org, houston.aiga.org

SEGD, The Society of Experiential Graphic Design
A multi-disciplinary organization of professionals involved in building experiential spaces.
segd.org

Contact Information
To receive more information or to schedule an appointment with an academic advisor, contact:

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2017-2018