CUGS in Graphic Design

Advertising and graphic design share the common purposes of linking a brand and its target audience through strategic and creative messages. Individuals who will possess a CUGS in Advertising and Graphic Design will have gained an understanding of both components while expanding their understanding of the vocabulary, history, issues, and theory of visual communication as those concepts relate to advertising and design.

Students must take four courses (12 s.h.) to complete the CUGS: Advertising and Graphic Design. There are two required courses and two choice options within this CUGS.

Course 1: (ADV 04370) Essentials of Design

Course 2: (ADV 05318) Strategic Visual Communication

Course 3: (Select one option) (ART 09358) Web Design
-or- (ART 09343) Introduction to Graphic Design I

Course 4: (Select one option):
(ART 09344) Intermediate Graphic Design II: Typography (prerequisite ADV 04370 Essentials of Design)
-or- (ARHS 03350) History of Graphic Design

Students can complete the CUGS within two or three semesters. The courses may be taken in any order provided that students choosing (ART 09344) Graphic Design II: Typography have already completed the perquisite (ADV 04370) Essentials of Design, a required course in the CUGS.