

# MAJOR IN ART (B.F.A.), GRAPHIC DESIGN CONCENTRATION

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The Graphic Design concentration is closely aligned with the artistry, practices, and standards of excellence in the contemporary design professions. With an emphasis on rich processes, conceptual problem-solving, and technical proficiency, students are able to create effective expressions of visual communication in a variety of print and digital media. Experimental explorations of typography, illustration, and design systems are expected from participants of the program, as well as applications of design that address social impact and awareness. Design theory, history, and professional practices are discussed regularly with faculty. Projects and activities are designed to prepare students for the varied challenges and opportunities for professionals in visual communications.