Degree Benefits
The Bachelor of Science in Graphic Design provides students with the creative, technical and communications skills required in one of today's fastest growing fields. Graphic design majors will learn to solve visual communication problems through a comprehensive program of study that incorporates basic design principles, color theory and typography, and advanced production techniques.

Job Options
- Art Director
- Advertising Designer
- Brand Designer
- Broadcast Designer
- Graphic Designer
- In-house Corporate Designer
- Identity Designer
- Information Architect
- Multimedia Designer
- Packaging Designer
- Production Artist
- Project Manager
- Publication Designer
- Type Designer
- Web Designer

Real-World Experience
Work experience is highly valued in the field of graphic design, and internships, for academic credit, provide our students with practical, hands-on experience. Faculty members are instrumental in coordinating a wide range of student internships at highly respected firms and organizations throughout the region. The following are examples of possible internships for students: advertising agencies, public relations firms, corporate art departments, newspapers, magazines, printing companies, multimedia and informational graphics firms.

Our graphic design majors form an active student group called Studio 224. This group is also a student chapter of the American Institute of Graphic Arts (AIGA), the professional association for design. Students participate in weekly meetings and organize workshops, field trips and lectures.

University Resources
The graphic design studios are equipped with state-of-the-art computer equipment, scanners and printers.

Program Objectives
The Bachelor of Science degree in graphic design is an interdisciplinary program that provides students with strong creative, visual and problem-solving skills necessary to compete in the field of graphic design. Since graphic design is both an aesthetic and a technical discipline, students will learn to apply theories and historical research in the creation of visual and written information. Students in the graphic design program make use of current technology as an integral part of their visual communication exploration.
## Freshman Year
### First Semester ................................................................. 16 credits
- ENG 101 English Composition I ............................................ 3 crs.
- UNI 100 First Year Seminar ................................................ 1 cr.
- ART 110 Drawing 110 ............................................................ 3 crs.
- ART 119 Design 2-D .............................................................. 3 crs.
- General Education Courses .................................................. 6 crs.

### Second Semester .............................................................. 15 credits
- PHI 220 Ethics ......................................................................... 3 crs.
- ART 120 Design 3-D .............................................................. 3 crs.
- ART Studio (Lower) ............................................................... 3 crs.
- COM 142 Video Production I ................................................ 3 crs.
- General Education Courses .................................................. 3 crs.

### Sophomore Year
### Third Semester ................................................................. 15 credits
- ART 127 Introduction to Graphic Design ................................ 3 crs.
- ART Studio Course (Upper) .................................................. 3 crs.
- ENG 102 English Composition II ......................................... 3 crs.
- GCM 180 Multimedia Foundations ....................................... 3 crs.
- COM 230 Argument & Debate ............................................... 3 crs.

### Fourth Semester ................................................................. 15 credits
- ART 261 Typography ............................................................ 3 crs.
- ART 262 Color Theory .......................................................... 3 crs.
- COM 331 Radio/TV Commercial ........................................... 3 crs.
- PHI 335 Aesthetic Theory ..................................................... 3 crs.
- Additional Electives/Minor .................................................... 3 crs.

### Program Contact Information
Contact the Department of Art and Design by phone at 724-938-4182.

## Junior Year
### Fifth Semester ................................................................. 15 credits
- ART 227 Graphic Design Studio I ......................................... 3 crs.
- ART 308 Art History: Ancient through Medieval .................. 3 crs.
- GCM 331 Web Publishing ................................................... 3 crs.
- General Education Course ................................................... 6 crs.

### Sixth Semester ................................................................. 15 credits
- ART 316 Art History: Renaissance through Rococo .............. 3 crs.
- ART 327 Graphic Design Studio II ........................................ 3 crs.
- General Education Courses .................................................. 6 crs.
- Additional Electives/Minor .................................................... 3 crs.

### Senior Year
### Seventh Semester ............................................................ 15 credits
- ART 317 Art History: Neoclassicism through Present .......... 3 crs.
- ART 427 Graphic Design Studio III ...................................... 3 crs.
- General Education Courses .................................................. 3 crs.
- Additional Electives/Minor .................................................... 6 crs.

### Eighth Semester ............................................................... 15 credits
- ART 422 Art World After Modernism ................................... 3 crs.
- ART 428 Graphic Design Studio IV ...................................... 3 crs.
- General Education Course ................................................... 3 crs.
- Additional Electives/Minor .................................................... 5 crs.

### About Us
California University of Pennsylvania is a proud member of the Pennsylvania State System of Higher Education. Located in the borough of California, just 35 miles from Pittsburgh, Cal U serves about 8,200 undergraduate and graduate students.

- Cal U's main campus houses academic buildings, dining and recreation facilities, and six suite-style residence halls.
- Cal U's upper campus includes the Vulcan Village apartments, athletic facilities at Roadman Park, and space for student meetings and outdoor recreation at SAI Farm.
- Cal U Global Online is the University's virtual campus, offering degree and certificate programs 100% online.

## ABOUT CAL U
Cal U is a public university with a strong emphasis on undergraduate education and research. The University offers over 100 undergraduate and graduate degree programs across 11 academic divisions.

## About Us
California University of Pennsylvania is an academic community dedicated to the ideals of justice, fairness and equal opportunity for all. In compliance with federal and state laws, the University is committed to providing equal educational and employment opportunities for all persons without regard to race, color, sex, religion, national origin, age, disability, ancestry, sexual orientation or status as a disabled or Vietnam era veteran. The University will not tolerate racial, ethnic or sexual discrimination. Sexual harassment is considered by law to be a form of sexual discrimination and is therefore, unacceptable. Direct equal opportunity and affirmative action inquiries or complaints to the Special Assistant to the President for Equal Employment and Educational Opportunity (EEO), Office of Social Equity, South Hall 112, 724-938-4014. Direct inquiries regarding services or facilities accessibility to the ADA/504, Compliance Officer, Office of Student Development and Services, G 52 Carter Hall, 724-938 4056. Direct Title IX inquiries to the Senior Women’s Administrator/Title IX Coordinator, Department of Athletics, Hamer Hall 248, 724-938-4351.

## Financial Aid
For information on student loans and undergraduate scholarships, visit www.calu.edu or call 1-888-412-0479.

## Questions About Admissions?
Office of Admissions  
California University of Pennsylvania  
250 University Ave.  
California, PA 15419-1394  

Phone: 724-938-4404  
Toll-free: 888-412-0479  
Fax: 724-938-4564  
E-mail: inquiry@calu.edu

Visit www.calu.edu/academics/programs/art for more information.

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*Policies and Procedures: Note that the policies and procedures described above may be reviewed and revised at any time. This fact sheet should be used as an informational guide. For details on current policies and procedures, contact the Provost/Vice President of Academic Affairs at 724-938-4407.*

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