Program Learning Objectives

1. Critically and creatively design, produce and critique GrC solutions based on theoretical foundations, modern practice and critical understanding of market and societal trends.

   • Create and/or integrate graphic and functional design to enhance adoption or user experience for GrC products and services via effective usage of imagery, type, function and appropriate design principles.
   • Develop creative business or production strategies that effectively address existing or emerging GrC markets.

2. Effectively communicate GrC concepts in oral, written and visual form in both group and individual settings.

   • Effectively articulate and defend professional writing, and visual and oral presentations in various stages and forms, including content development, market research, experimental research, team facilitation, leadership development, visual representation and technology analysis.

3. Develop, evaluate and justify appropriate production/development strategies in GrC.

   • Identify, evaluate and implement various “output” strategies for graphic media and industrial products.
   • Develop technical and process expertise, including specification and content development strategies, for graphic and manufacturing processes.
   • Design and produce aesthetically pleasing graphic media that combine brand and market awareness with best practices in visual communication, demonstrating skill development in creative software usage.
   • Contrast professional hardware and software workflow technologies against required specifications and tolerances to determine appropriateness for requirements.

4. Evaluate and fundamental business practices for graphic communication.

   • Evaluate fundamental business, finance and management principles related to starting and developing a GrC business.

5. Demonstrate reasoned responses to current environmental and societal challenges.

   • Make reasoned positive contributions to current societal and corporate challenges in GrC, specifically related to diversity in the workforce and sustainable practices in GrC.

6. Locate, analyze, and synthesize market trends and continuous learning opportunities in GrC.

   • Analyze applications, trends, and market drivers in GrC.

Degree Requirements and Curriculum

In addition to the program requirements listed on this page, students must also satisfy requirements outlined in more detail in the Minimum Requirements for Graduation (http://catalog.calpoly.edu/generalrequirementsbachelorsdegree/#generaleducationtext) section of this catalog, including:

   • 60 units of upper division courses
   • 2.0 GPA
   • Graduation Writing Requirement (GWR)
   • U.S. Cultural Pluralism (USCP)

Note: No major, support or concentration courses may be selected as credit/no credit.

**MAJOR COURSES**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>GRC 101</td>
<td>Introduction to Graphic Communication</td>
<td>3</td>
</tr>
<tr>
<td>GRC 172</td>
<td>Introductory Applied Graphic Communication Processes</td>
<td>2</td>
</tr>
<tr>
<td>GRC 201</td>
<td>Digital Publishing Systems</td>
<td>3</td>
</tr>
<tr>
<td>GRC 203</td>
<td>Digital File Preparation and Workflow</td>
<td>4</td>
</tr>
<tr>
<td>GRC 204</td>
<td>Introduction to Contemporary Print Management and Manufacturing</td>
<td>4</td>
</tr>
<tr>
<td>GRC 211</td>
<td>Substrates, Inks and Toners</td>
<td>4</td>
</tr>
<tr>
<td>GRC 301</td>
<td>Digital Photography and Color Management</td>
<td>4</td>
</tr>
<tr>
<td>GRC 316</td>
<td>Flexographic Printing Technology</td>
<td>3</td>
</tr>
<tr>
<td>GRC 318</td>
<td>Digital Typography for Print and Web</td>
<td>4</td>
</tr>
<tr>
<td>GRC 320</td>
<td>Managing Quality in Graphic Communication</td>
<td>4</td>
</tr>
<tr>
<td>GRC 324</td>
<td>Binding and Finishing Processes</td>
<td>1</td>
</tr>
<tr>
<td>GRC 328</td>
<td>Offset Printing Technology</td>
<td>4</td>
</tr>
<tr>
<td>GRC 329</td>
<td>Printed Electronics</td>
<td>3</td>
</tr>
<tr>
<td>GRC 337</td>
<td>Consumer Packaging</td>
<td>3</td>
</tr>
<tr>
<td>GRC 338</td>
<td>Web Development and Content Management</td>
<td>4</td>
</tr>
<tr>
<td>GRC 361</td>
<td>Marketing and Sales Management for Print and Digital Media</td>
<td>4</td>
</tr>
<tr>
<td>GRC 372</td>
<td>Applied Graphic Communication Practices</td>
<td>2</td>
</tr>
<tr>
<td>GRC 402</td>
<td>Digital Printing and Emerging Technologies in Graphic Communication</td>
<td>3</td>
</tr>
<tr>
<td>GRC 403</td>
<td>Estimating for Print and Digital Media</td>
<td>4</td>
</tr>
<tr>
<td>GRC 411</td>
<td>Strategic Trends and Profitability Issues in Print and Digital Media</td>
<td>4</td>
</tr>
<tr>
<td>GRC 422</td>
<td>Human Resource Management Issues for Print and Digital Media</td>
<td>4</td>
</tr>
</tbody>
</table>

**Senior Project**

Select from the following:

- GRC 461 Senior Project - Independent Study
- GRC 462 Senior Project
- GRC 463 Senior Project - Applied Practices

**Concentration Courses**

29 units

**SUPPORT COURSES**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHEM 110</td>
<td>World of Chemistry (B3&amp;B4) ^1</td>
<td>4-5</td>
</tr>
<tr>
<td>or CHEM 111</td>
<td>Survey of Chemistry</td>
<td></td>
</tr>
<tr>
<td>MATH 118</td>
<td>Precalculus Algebra (B1) ^1,2</td>
<td>4</td>
</tr>
</tbody>
</table>
PHYS 104  Introductory Physics (B3)  4
or PHYS 121  College Physics I
STAT 217  Introduction to Statistical Concepts and Methods (B1) 1

GENERAL EDUCATION (GE)
(See GE program requirements below.)  56

FREE ELECTIVES
Free Electives 4-5
Total units 180

1 Required in Support; also satisfies GE.
2 MATH 116 and MATH 117 substitute.

Concentrations

• Design Reproduction Technology (http://catalog.calpoly.edu/collegesandprograms/collegeofliberalarts/graphiccommunication/bsgraphiccommunication/designreproductiontechnologyconcentration)
• Graphic Communication Management (http://catalog.calpoly.edu/collegesandprograms/collegeofliberalarts/graphiccommunication/bsgraphiccommunication/graphiccommunicationmanagementconcentration)
• Graphics for Packaging (http://catalog.calpoly.edu/collegesandprograms/collegeofliberalarts/graphiccommunication/bsgraphiccommunication/graphiccommunicationmanagementconcentration)
• Web and Digital Media (http://catalog.calpoly.edu/collegesandprograms/collegeofliberalarts/graphiccommunication/bsgraphiccommunication/webanddigitalmediaconcentration)

Individualized Course of Study

This concentration consists of 29 units; a minimum of 18 units must be upper division and a minimum of 8 units must be Graphic Communication. The student selects the courses in consultation with the concentration coordinator and department head, and provide written justification for the courses and the way they constitute a cohesive, integrated program of study. The list of courses serves as a contract between the student and the Graphic Communication Department.

General Education (GE) Requirements

• 72 units required, 16 of which are specified in Major and/or Support.
• See the complete GE course listing (http://catalog.calpoly.edu/generalrequirementsbachelorsdegree/#generaleducationtext).
• Minimum of 12 units required at the 300 level.

<table>
<thead>
<tr>
<th>Area A</th>
<th>Communication</th>
</tr>
</thead>
<tbody>
<tr>
<td>A1</td>
<td>Expository Writing</td>
</tr>
<tr>
<td>A2</td>
<td>Oral Communication</td>
</tr>
<tr>
<td>A3</td>
<td>Reasoning, Argumentation and Writing</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Area B</th>
<th>Science and Mathematics</th>
</tr>
</thead>
<tbody>
<tr>
<td>B1</td>
<td>Mathematics/Statistics (8 units in Support) 1</td>
</tr>
<tr>
<td>B2</td>
<td>Life Science</td>
</tr>
<tr>
<td>B3</td>
<td>Physical Science (4 units in Support)</td>
</tr>
<tr>
<td>B4</td>
<td>One lab taken with either a B2 or B3 course</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Area C</th>
<th>Arts and Humanities</th>
</tr>
</thead>
<tbody>
<tr>
<td>C1</td>
<td>Literature</td>
</tr>
<tr>
<td>C2</td>
<td>Philosophy</td>
</tr>
<tr>
<td>C3</td>
<td>Fine/Performing Arts</td>
</tr>
<tr>
<td>C4</td>
<td>Upper-division elective</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Area D/E</th>
<th>Society and the Individual</th>
</tr>
</thead>
<tbody>
<tr>
<td>D1</td>
<td>The American Experience (Title 5, Section 40404 requirement)</td>
</tr>
<tr>
<td>D2</td>
<td>Political Economy</td>
</tr>
<tr>
<td>D3</td>
<td>Comparative Social Institutions</td>
</tr>
<tr>
<td>D4</td>
<td>Self Development (CSU Area E)</td>
</tr>
<tr>
<td>D5</td>
<td>Upper-division elective</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Area F</th>
<th>Technology</th>
</tr>
</thead>
<tbody>
<tr>
<td>F</td>
<td>Upper-division elective (no GRC course)</td>
</tr>
</tbody>
</table>

Total units 56

1 Required in Support; also satisfies GE