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 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/

genera...
BS Graphic Communication

MATH 118 Precalculus Algebra (B4) 1, 2 4
PHYS 104 Introductory Physics (GE Electives) 1 4
or PHYS 121 College Physics I
STAT 217 Introduction to Statistical Concepts and Methods

GENERAL EDUCATION (GE)
(See GE program requirements below.) 60

FREE ELECTIVES
Free Electives 0
Total units 180

1 Required in Major or Support; also satisfies General Education (GE) requirement.
2 MATH 116 and MATH 117 substitute.

Concentrations

• Design Reproduction Technology (http://catalog.calpoly.edu/collegesandprograms/collegeofliberalarts/graphiccommunication/bsgraphiccommunication/designreproductiontechnology/concentration/)
• Graphic Communication Management (http://catalog.calpoly.edu/collegesandprograms/collegeofliberalarts/graphiccommunication/bsgraphiccommunication/graphiccommunicationmanagement/concentration/)
• Graphics for Packaging (http://catalog.calpoly.edu/collegesandprograms/collegeofliberalarts/graphiccommunication/bsgraphiccommunication/graphicsforpackaging/concentration/)
• User Experience/User Interface (http://catalog.calpoly.edu/collegesandprograms/collegeofliberalarts/graphiccommunication/bsgraphiccommunication/userexperience/concentration/)

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, 12 of which are specified in Major and/or Support.
• If any of the remaining 60 units is used to satisfy a Major or Support requirement, additional units of Free Electives may be needed to complete the total units required for the degree.
• See the complete GE course listing (http://catalog.calpoly.edu/generalrequirementsbachelorsdegree/#generaleducationtext).
• A grade of C- or better is required in one course in each of the following GE Areas: A1 (Oral Communication), A2 (Written Communication), A3 (Critical Thinking), and B4 (Mathematics/Quantitative Reasoning).

Area A English Language Communication and Critical Thinking
A1 Oral Communication 4
A2 Written Communication 4
A3 Critical Thinking 4

Area B Scientific Inquiry and Quantitative Reasoning
B1 Physical Science (4 units in Support) 0
B2 Life Science 4
B3 One lab taken with either a B1 or B2 course
B4 Mathematics/Quantitative Reasoning (4 units in Support) 1

Upper-Division B 4

Area C Arts and Humanities
Lower-division courses in Area C must come from three different subject prefixes.
C1 Arts: Arts, Cinema, Dance, Music, Theater 4
C2 Humanities: Literature, Philosophy, Languages other than English 4

Lower-Division C Elective - Select a course from either C1 or C2 4

Upper-Division C 4

Area D Social Sciences
D1 American Institutions (Title 5, Section 40404 Requirement) 4
D2 Lower-Division D - Select courses from two different subject prefixes. 8

Upper-Division D 4

Area E Lifelong Learning and Self-Development
Lower-Division E 4

GE Electives in Areas B, C, and D
Select courses from two different areas; may be lower-division or upper-division courses.
GE Electives (4 units in Support) 1

Total units 60

1 Required in Major or Support; also satisfies General Education (GE) requirement.