BS GRAPHIC COMMUNICATION

Program Learning Objectives

1. Integrate effective design and functionality into graphic communication products, optimizing user experience and adoption.
2. Produce professional graphic media, demonstrating competence using current tools and methods.
3. Articulate and defend graphic communication strategies using effective oral, written, visual and/or demonstration means.
4. Apply appropriate production and workflow methods for various media.
5. Evaluate business principles related to starting and/or developing a graphic communication business.
6. Analyze current and future trends, market drivers, and continuous learning opportunities in graphic communication.
7. Evaluate diversity in the graphic communication profession and identify attitudes and behaviors that affect workforce and product development.
8. Demonstrate the use of sustainability practices in various print and screen-based applications.

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

GRC 101	Introduction to Graphic Communication	3
GRC 102	Orientation to Graphic Communication	2
GRC 201	Digital Publishing Systems	3
GRC 203	Digital File Preparation and Workflow	4
GRC 204	Introduction to Contemporary Print Management and Manufacturing	4
GRC 211	Materials for Graphic Communication Applications	4
GRC 301	Digital Photography and Motion Graphics	4
GRC 316	Flexographic Printing Technology	3
GRC 318	Digital Typography	4
GRC 320	Managing Quality in Graphic Communication	4
GRC 328	Digital and Offset Printing Methods	4
GRC 331	Color Management	4
GRC 337	Consumer Packaging	4
GRC 338	Web Development and Content Management	4
GRC 361	Marketing and Sales Management for Print and Digital Media	4
GRC 372	Applied Graphic Communication Practices	2
GRC 402	Digital Printing and Emerging Technologies in Graphic Communication	3
GRC 404	Data Management, Estimating and Visualization in Graphic Communication	4
GRC 411	Strategic Trends and Profitability Issues in Print and Digital Media	4
GRC 422	Human Resource Management Issues for Print and Digital Media	4
Senior Project		
Select from the following:		3
GRC 461	Senior Project - Independent Study	
GRC 462	Senior Project	
GRC 463	Senior Project - Applied Practices	
Concentration Courses		29
SUPPORT COURSES		
CHEM 110	World of Chemistry (B1 & B3) [1]	4
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	4
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/designreproductiontechnologyconcentration/)
- Graphic Communication Management (http://catalog.calpoly.edu/collegesandprograms/collegeofliberalarts/graphiccommunication/bsgraphiccommunication/graphiccommunicationmanagementconcentration/)
- Graphics for Packaging (http://catalog.calpoly.edu/collegesandprograms/collegeofliberalarts/graphiccommunication/bsgraphiccommunication/graphicsforpackagingconcentration/)

- User Experience/User Interface (http://catalog.calpoly.edu/collegesandprograms/collegeofliberalarts/graphiccommunication/bsgraphiccommunication/userexperienceconcentration/)

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) [1]	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]	0
Upper-Division B		4
Area C	**Arts and Humanities** [2]	
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 - Select courses in Area D from at least two different prefixes**	
D1	American Institutions (Title 5, Section 40404 Requirement)	4
D2	Lower-Division D	4
Upper-Division D		4
Area E	**Lifelong Learning and Self-Development**	
Lower-Division E		4
Area F	**Ethnic Studies**	
F	Ethnic Studies	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 plus 4 units in GE) [1]		4
Total units		**60**

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

[2] Students in the User Experience/User Interface Concentration need to take a lower-division PHIL course in GE Area C.