

GRAPHIC COMMUNICATION MINOR

Offered at: San Luis Obispo Campus

A minor in Graphic Communication prepares students with practical knowledge and skills to enhance their primary field of study. Through hands-on experience with industry-standard print and digital media technologies, students develop skills in both print products and digital media for various graphic applications. The GrC minor program covers essential areas, including digital applications, printing technologies, digital photography, packaging, and user experience (UX). Students develop practical expertise in creating print-ready and digital media files, managing reproduction technologies, and implementing production requirements across various platforms. This minor provides students with a competitive advantage in markets where effective visual communication through print and digital media is essential. Students interested in this minor are recommended to take GRC 1100 Visual Literacy and Communication as their GE Area 3A course (GE Area C1 for students on the 2022-26 catalog). Information for this minor is available on the Graphic Communication Department website (<https://grc.calpoly.edu/>).

Minor Requirements and Curriculum

The minor must be completed prior to, or at the same time as, the requirements for the bachelor's degree. A major and a minor may not be taken in the same degree program, and a minor is not required for a degree. Requirements for the minor include:

- At least half of the units must be from upper-division courses (3000-4000 level).
- At least half of the units must be taken at Cal Poly (in residence).
- No more than one-third of the units will be taken with credit-no credit grading (CR/NC), not counting courses with mandatory CR/NC. Departments may further limit CR/NC grading if desired.
- A minimum 2.0 GPA is required in all units counted for completion of the minor.

Code	Title	Units
REQUIRED COURSES		
GRC 1000	Introduction to Graphic Communication	3
GRC 1020	Introduction to Digital Applications	3
GRC 2040	Print and Production Technology	3
Approved Electives		9
Select from the following:		
GRC 3000	Experience Design	
GRC 3020	Digital Photography and Motion Graphics	
GRC 3200	Color Management	
GRC 3280	Specialty Graphics and Printing	
GRC 4290	User Experience Research Methods	
GRC 4600	Graphic Communication in Integrated Marketing Communications	
GRC 4700	Advanced Consumer Packaging	
Total Units		18