

Electronic Design & Multimedia

Select electives based on your Career Track interests

Use this sheet to select electives that will build a portfolio for a particular design field.

If you are a BA student in Art, you can use free electives to build a package of courses that pursue a career goal.

If you are in the BFA, follow the requirements, and then add electives based on career interest and plan for Thesis.

For a competitive portfolio, try to take EDM courses in more than one track.

Print & Publishing

What it is, and where the jobs are:

Print and editorial designers in the publishing industry work in graphic design firms, advertising agencies and publishing houses, as well as in-house design departments for companies that are large enough to sustain staff design positions. They design corporate, consumer, and business-to-business communications; packaging, signage systems, cross-media advertising, environmental graphics and experience graphics, and all manner of publications: magazines, books and newspapers.

*see the Art Dept.'s regular advising materials for foundation and Art History reqs.

REQUIRED [BFA]:

ART 29500: **Typography 1**
ART 29510: **Graphic Design Concepts**
ART 29520: **Illustration**
ART 29526: **Computer Imaging and Illustration**
ART 39510: **Electronic Design I**
ART 39512: **Print Production**
ART 39540: **Design for the World Wide Web I**
ART 39550: **Multimedia Design I**
ART 39560: **Digital Video**
ART 39590: **Critical Issues [BFA ONLY]**
ART 49590: **Electronic Design Portfolio**
ART 49598: **Senior Thesis [BFA ONLY]**

ELECTIVE

ART 29530: **Digital Photo 1**
ART 39500: **Typography 2**
ART 39530: **Digital Photo 2**
ART 49510: **Electronic Design II**
ART 49518: **Publishing Projects**

Other related Art Dept. classes: photography, printmaking

Imaging & Illustration

What it is, and where the jobs are:

Imaging and Illustration creates original images through digital means, sometimes in combination with traditional techniques. Imaging and illustration is an important component in publishing, web, video, multimedia works and fine art. Digital photography expands beyond traditional photographic practices and into new media. Print output, archival and for reproduction is also an important aspect of imaging production.

*see the Art Dept.'s regular advising materials for foundation and Art History reqs.

REQUIRED [BFA]:

ART 29500: **Typography 1**
ART 29510: **Graphic Design Concepts**
ART 29520: **Illustration**
ART 29526: **Computer Imaging and Illustration**
ART 39510: **Electronic Design I**
ART 39512: **Print Production**
ART 39540: **Design for the World Wide Web I**
ART 39550: **Multimedia Design I**
ART 39560: **Digital Video**
ART 39590: **Critical Issues [BFA ONLY]**
ART 49590: **Electronic Design Portfolio**
ART 49598: **Senior Thesis [BFA ONLY]**

ELECTIVE

ART 29530: **Digital Photo 1**
ART 39530: **Digital Photo 2**
ART 39570: **3D Imaging 1**
ART 49510: **Electronic Design II**
ART 49518: **Publishing Projects**
ART 49570: **3D Imaging 2**

Other related Art Dept. classes: photography, printmaking, painting

Web Design & Animation

What it is, and where the jobs are:

Web designers and producers work in specialized new media design firms, or in traditional media with a web presence, such as at a magazine with an accompanying web site. Some designers specialize in the technical end of web production, while others work on 'look and feel.' Tools such as Flash are used to produce dynamic & animated web sites, as well as television animated shows and to create web-based games. 3D modeling and animation are increasingly an important aspect of web design.

*see the Art Dept.'s regular advising materials for foundation and Art History reqs.

REQUIRED [BFA]:

ART 29500: **Typography 1**
ART 29510: **Graphic Design Concepts**
ART 29520: **Illustration**
ART 29526: **Computer Imaging and Illustration**
ART 39510: **Electronic Design I**
ART 39512: **Print Production**
ART 39540: **Design for the World Wide Web I**
ART 39550: **Multimedia Design I**
ART 39560: **Digital Video**
ART 39590: **Critical Issues [BFA ONLY]**
ART 49590: **Electronic Design Portfolio**
ART 49598: **Senior Thesis [BFA ONLY]**

ELECTIVE

ART 29530: **Digital Photo 1**
ART 39500: **Typography 2**
ART 39530: **Digital Photo 2**
ART 39542: **Web Animation**
ART 39570: **3D Imaging 1**
ART 49540: **Design for the Web 2**
ART 49550: **Multimedia 2**
ART 49570: **3D Imaging 2**

Other related Art Dept. classes: photography

Interactive Design & Video

What it is, and where the jobs are:

Broadcast designers work for television, film, small to large post-production houses and independent producers, creating everything from station design to title sequences, commercials and music videos. Interactive Designers develop applications and prototypes; including web design, kiosk design. Projects may include a physical computing interface, giving these works a sculptural component. 3D modeling/animation also supply media elements for video and multimedia works.

*see the Art Dept.'s regular advising materials for foundation and Art History reqs.

REQUIRED [BFA]:

ART 29500: **Typography 1**
ART 29510: **Graphic Design Concepts**
ART 29520: **Illustration**
ART 29526: **Computer Imaging and Illustration**
ART 39510: **Electronic Design I**
ART 39512: **Print Production**
ART 39540: **Design for the World Wide Web I**
ART 39550: **Multimedia Design I**
ART 39560: **Digital Video**
ART 39590: **Critical Issues [BFA ONLY]**
ART 49590: **Electronic Design Portfolio**
ART 49598: **Senior Thesis [BFA ONLY]**

ELECTIVE

ART 29530: **Digital Photo 1**
ART 39500: **Typography 2**
ART 39530: **Digital Photo 2**
ART 39542: **Web Animation**
ART 39570: **3D Imaging 1**
ART 49540: **Design for the Web 2**
ART 49550: **Multimedia 2**
ART 49558: **Multimedia Projects**
ART 49570: **3D Imaging 2**

Other related Art Dept. classes: 3D design, sculpture, ceramics