

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**
ART 39510: **Electronic Design I**
ART 39512: **Print Production**
ART 39540: **Design for the World Wide Web I**
ART 39552: **Programming for Artists [new course]**
ART 39560: **Digital Video**
ART 39590: **Critical Issues [BFA ONLY]**
ART 49590: **Digital Design Portfolio**
ART 49598: **Senior Thesis [BFA ONLY]**

ELECTIVES for PRINT & PUBLISHING

ART 29530: **Digital Photo 1**
ART 39500: **Typography 2**
ART 39528: **Animation Principles [new course]**
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.

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REQUIRED [BFA]:

ART 29500: **Typography 1**
ART 29510: **Graphic Design Concepts**
ART 29520: **Illustration**
ART 29526: **Computer Imaging**
ART 39510: **Electronic Design I**
ART 39512: **Print Production**
ART 39540: **Design for the World Wide Web I**
ART 39552: **Programming for Artists [new course]**
ART 39560: **Digital Video**
ART 39590: **Critical Issues [BFA ONLY]**
ART 49590: **Digital Design Portfolio**
ART 49598: **Senior Thesis [BFA ONLY]**

ELECTIVES FOR IMAGING & ILLUSTRATION

ART 29530: **Digital Photo 1**
ART 39530: **Illustration 2**
ART 39528: **Animation Principles [new course]**
ART 39570: **3D Imaging 1**
ART 49510: **Electronic Design 2** or ART 49518: **Publishing Projects**
ART 49528: **Topics in Animation [new course]**

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

Web Design & Web Programming

What it is, and where the jobs are:

Web designers and producers work in new media design, or in traditional media with a web presence, such as at a magazine with a web site. Some designers specialize in the technical end of web production, while others work on 'look and feel.' HTML5, CSS and jQuery are used to produce dynamic & animated web sites, and to create web-based games. 3D modeling can be incorporated in animation and augmented reality. Mobile applications and user experience design for apps are increasingly important.

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REQUIRED [BFA]:

ART 29500: **Typography 1**
ART 29510: **Graphic Design Concepts**
ART 29520: **Illustration**
ART 29526: **Computer Imaging**
ART 39510: **Electronic Design I**
ART 39512: **Print Production**
ART 39540: **Design for the World Wide Web I**
ART 39552: **Programming for Artists [new course]**
ART 39560: **Digital Video**
ART 39590: **Critical Issues [BFA ONLY]**
ART 49590: **Digital Design Portfolio**
ART 49598: **Senior Thesis [BFA ONLY]**

ELECTIVES FOR WEB DESIGN & WEB PROGRAMMING

ART 39500: **Typography 2**
ART 39528: **2D Animation Principles [new course]**
ART 39570: **3D Imaging 1**
ART 39580: **Game Workshop**
ART 49528: **Topics in Animation [new course]**
ART 49540: **Design for the Web 2**
ART 49560: **Digital Video 2**
ART 49552: **Topics in Web Programming [new course]**
ART 49570: **3D Imaging 2**

Digital Video & Motion Graphics

What it is, and where the jobs are:

Motion graphics designers work for television, film, small to large post-production houses and independent producers, creating everything from station design to title sequences, commercials and graphics for music videos. This may also include narrative and non-narrative animation projects for advertising agencies and independent film projects. 3D modeling/animation artists supply media elements for video and multimedia works and for augmented reality projects for the web.

*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**
ART 39510: **Electronic Design I**
ART 39512: **Print Production**
ART 39540: **Design for the World**
ART 39552: **Programming for Artists [new course]**
ART 39560: **Digital Video**
ART 39590: **Critical Issues [BFA ONLY]**
ART 49590: **Digital Design Portfolio**
ART 49598: **Senior Thesis [BFA ONLY]**

ELECTIVES FOR DIGITAL VIDEO & MOTION GRAPHICS

ART 39500: **Typography 2**
ART 39528: **2D Animation Principles [new course]**
ART 39560: **Digital Video 2**
ART 39570: **3D Imaging 1**
ART 39580: **Game Workshop**
ART 49528: **Topics in Animation [new course]**
ART 49540: **Design for the Web 2**
ART 49552: **Topics in Web Programming [new course]**
ART 49570: **3D Imaging 2**

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