

GRAPHIC DESIGN & VISUAL COMMUNICATION (BS)

Contacts

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Campus: East Falls

Program Website (<https://www.jefferson.edu/academics/colleges-schools-institutes/kanbar-college-of-design-engineering-commerce/school-of-design-engineering/academic-programs/visual-communication-design.html>)

Program Description

Design shapes our world and the human experience. The Graphic Design & Visual Communication program prepares students in key areas including graphic design, interaction design, and emerging modes of communication and experience. We emphasize design as a powerful cultural, social, economic, political, and environmental force.

By fostering curiosity and critical thinking, our faculty empower students to develop their own perspectives and tackle the complex challenges of both the design profession and the world around them. Through hands-on projects, students learn to think and create using a wide range of tools and techniques, collaborate across disciplines, work on real-world industry initiatives, and actively engage with the professional design community.

Learning Goals/Outcomes

- Identify and frame communication design problems to support appropriate solutions for intended audiences and contexts
- Conduct research and analysis to inform solutions and shape user experience
- Generate and prototype design concepts to explore a range of possibilities
- Evaluate outcomes to measure effectiveness and impact
- Collaborate productively in interdisciplinary teams
- Communicate design decisions effectively through writing, speaking, and presentation in professional contexts.
- Evaluate the ethical, cultural, and environmental implications of design decisions.
- Apply principles of inclusive and accessible design to create equitable user experiences.
- Understand and design within complex systems, including multi-platform, service, and brand ecosystems.
- Demonstrate visual literacy through composition, hierarchy, typography, and the creation of meaningful images
- Apply appropriate tools and technologies with fluency
- Adapt to evolving professional challenges, tools, and technologies

Curriculum: 4 years, 124-125 credits

Course	Title	Credits
First Year		
Fall		
FYS 100	Pathways Seminar	1
WRIT 101	Writing Sem I: Written Comm.	3
Math Selection		3-4
VDES 101	Design Essentials	3
GRPH 110	Digital Magn for Graphic Desg	3
ARTH 103	A Survey of the History of Art	3
Credits		16-17
Spring		
AVIS 101	American Visions	3
Ethics		3
DECF 102	Finding & Shaping Opportunity	3
GRPH 102	Intro to Graphic Design	3
DRAW 101	Drawing Essentials for Design	3
General Elective		3
Credits		18
Second Year		
Fall		
WRIT 201	Writing Seminar II: Multi Comm	3
Science Selection		3
GRPH 201	Design III for Graph Dsgn Comm	3
DIGD 200	Fundamentals of Web Programming	3
GRPH 208	History of Graphic Design	3
Credits		15
Spring		
Global Diversity Selection		3
DECS 209	Sys Thinking & Sustainability	3
GRPH 209	Visual Narrative	3
DIGD 206	Found in Web Design & Strategy	3
Art History Elective		3
Credits		15
Third Year		
Fall		
American Diversity Selection		3
Global Citizenship		3
GRPH 202	Design IV for Graph Dsgn Comm	3
DIGD 307	Advanced Web Design & Strategy	3
General Elective		3
Credits		15
Spring		
CGIS 300	Contemporary Global Issues	3
DECM 300	Research Methods	3
GRPH 301	Design V for Graph Design Comm	3
GRPH 321	Dynamic Type Systems	3
Visual Comm Design Elective		3
Credits		15
Fourth Year		
Fall		
PHIL 499	Philosophies of the Good Life	3
GRPH 401	Design VII for Graph Dsgn Comm	6
DIGD 498	Interdisc Capstone Proj Prep	3
VISUAL COMM DESIGN ELI	Visual Comm Design Elective	3
Credits		15
Spring		
GRPH 308	Graphic Design Theory	3
GRPH 499	Cap in Graph Design Comm	6

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Course	Title	Credits
Visual Comm Design Electives		6
Credits		15
Total Credits		124-125