

BA: Graphic Design/Advertising

Major Code: ARTC

University Core		<i>Hours</i>
Bible	101, 102, 211, 212	12
	Advanced Bible	3
English	Composition: ENGL 111	3
	Literature	3
Speech	COMS 111	3
History	HIST 117	3
Science	Choose from: biology, chemistry, environmental science, physics	6
	Mathematics ≥MATH 120	3
EXSC 100 + 3 activities		4
UNIV 100		1
Total University Core		41
Entrance Requirements		
Science: 4 semesters of HS science other than physical science, or ≥27 on ACT science subscore. <i>Deficiency: 3 hrs in field other than HS field.</i> Foreign Language: 4 semesters, one language, in HS. <i>Deficiency: 6 hours in one language</i>		

BA Degree Core		<i>Hours</i>
English	Composition: ENGL 112	3
	Literature	3
Social Sciences/Humanities	HIST 118	3
	Choose from: anthropology, economics, geography, philosophy, political science, psychology, sociology. <i>(maximum one course per area)</i>	6
Foreign Language	FL__ 221, 222	6
	Fine Arts ART 101	3
Total BA Core		24

Other Notes
Entering students with fewer than 64 hours and all students planning to take their first college math course must have appropriate SAT/ACT/COMPASS scores for placement. Consult the current University catalog for information on the schedule of future course offerings and requisites for course enrollment. See catalog for dual major and dual degree requirements. Exceptions must be approved on the appropriate exception or substitution form.

Major Requirements		<i>Hours</i>
Art Requirements		
ART 105 Two Dimensional Design		3
ART 106 Three Dimensional Design		3
ART 111 Basic Drawing		3
ART 112 Figure Drawing		3
ART 341 Painting I		3
ART 351 Basic Visual Communication		3
ART 352 Digital Graphic Techniques		3
ART 353 Information Design I		3
ART 371 Jewelry/Metals I		3
ART 454 Information Design II		3
ART 455 Persuasive Graphics		3
ART 456 Graphic Design Portfolio		3
Total		36
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Communication Requirements†		
JMC 102 Creating Media Messages		3
JMC 233 Introduction to Photography		3
JMC 260 Video I or JMC 310		3
JMC 301 Principles of Integrated Marketing Comm.		3
JMC 342 Publication Design or JMC 451		3
JMC 390 Creativity and Copywriting		3
JMC 488 Communication Law		3
JMC 492 Integrated Marketing Campaigns		3
Total		24
Supplement for Major Requirements		
ART 221 Art History: Survey I		3
ART 222 Art History: Survey II		3
ART 323 Art History: 20th Century		3
Minimum		9
Electives† (Covered by Two-field Requirements) May not include Academic Advance courses.		
Other Graduation Requirements		
Min GPA in major		2.25
Min GPA for graduation		2.00
Min advanced hours		33
Min total hours		134
<i>ACAD hours do not count in minimum hours required for degree.</i>		

Note for art majors: Credit hours transferred toward a degree in art shall not exceed one-half of the credit hours within the major. A minimum of 24 of the total advanced hours in the studio areas required for the BFA must be done at ACU.

