

ART: GRAPHIC DESIGN, BFA

REQUIREMENTS

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As an inherently interdisciplinary practice, graphic design plays an important role at every level of contemporary culture. Graphic design courses deliver skills and expertise that are in demand for all graphic design and related communications fields. Students develop abilities to think critically while working seamlessly across disciplines. In current and future iterations of the field, graphic designers must function as the "fusion" between art, business, engineering, research, and science.

Graduates of the Graphic Design named option programs will have experienced a range of forms and media that provide professional preparation, as well as the development of unique intellectual and visual voice. Graduating students will also possess the flexibility to adapt to a changing, unpredictable world where the methods of communication will continuously evolve and expand.

The named option requirements listed here are components of the BFA - Art (<https://guide.wisc.edu/undergraduate/education/art/art-bfa/#requirementstext>) degree requirements.

AESTHETICS REQUIREMENTS - GRAPHIC DESIGN OPTION

The BFA Graphic Design option program requires a total of 18 aesthetics credits, including four required courses. The remaining credits will be met by selecting from a list of aesthetics electives. Additional aesthetics courses may be approved by the art department advisor.

REQUIRED AESTHETICS COURSES

Code	Title	Credits
ART 108	Foundations of Contemporary Art (component of the Foundations Program)	3
ART 208	Current Directions in Art (component of the Foundations Program)	3
ART 438	History of Graphic Design and Typography	3
Select one additional courses from the following:		4
ART HIST 201	History of Western Art I: From Pyramids to Cathedrals	
ART HIST 202	History of Western Art II: From Renaissance to Contemporary	
ART HIST 205	Global Arts	

AESTHETICS ELECTIVES

Select from the following to complete the required 18 credits. Liberal studies coursework in fine arts and literature can also double count as aesthetics electives.

Elective Courses

Code	Title	Credits
AFRICAN/ FOLKLORE 210	The African Storyteller	3
AFRICAN/ AFROAMER/ ANTHRO/GEOG/ HISTORY/POLI SCI/ SOC 277	Africa: An Introductory Survey	4
AFRICAN/ASIAN/ RELIG ST 370	Islam: Religion and Culture	4
AFROAMER 151	Introduction to Contemporary Afro-American Society	3
AFROAMER 155	They: Race in American Literature	3
AFROAMER/ GEN&WS 222	Introduction to Black Women Writers	3
AFROAMER 231	Introduction to African American History	3
AFROAMER/ ART HIST 241	Introduction to African Art and Architecture	3
AFROAMER/ ART HIST 242	Introduction to Afro-American Art	3
AFROAMER/ ANTHRO/C&E SOC/ GEOG/HISTORY/ LACIS/POLI SCI/ SOC/SPANISH 260	Latin America: An Introduction	3-4
AFROAMER/ GEN&WS 267	Artistic/Cultural Images of Black Women	3
AFROAMER/ AFRICAN/ANTHRO/ GEOG/HISTORY/ POLI SCI/SOC 277	Africa: An Introductory Survey	4
AFROAMER/ GEN&WS 323	Gender, Race and Class: Women in U.S. History	3
AFROAMER/ HIST SCI/ MED HIST 523	Race, American Medicine and Public Health	3
AFROAMER 631	Colloquium in Afro-American History	3
AFROAMER/ ENGL 672	Selected Topics in Afro-American Literature	3
AFROAMER 673	Selected Topics in Afro-American Society	3
ANTHRO 102	Archaeology and the Prehistoric World	3
ANTHRO 104	Cultural Anthropology and Human Diversity	3
ANTHRO/ AFROAMER/ C&E SOC/GEOG/ HISTORY/LACIS/ POLI SCI/SOC/ SPANISH 260	Latin America: An Introduction	3-4
ANTHRO/AFRICAN/ AFROAMER/GEOG/ HISTORY/POLI SCI/ SOC 277	Africa: An Introductory Survey	4

ANTHRO 300	Cultural Anthropology: Theory and Ethnography	3	DS 422	History of Architecture & Interiors II: 19th and 20th Centuries	3
ANTHRO/ AMER IND 314	Indians of North America	3	FOLKLORE 100	Introduction to Folklore	3
ANTHRO 321	The Emergence of Human Culture	3	FOLKLORE/ MUSIC 103	Introduction to Music Cultures of the World	3
ANTHRO 391	Bones for the Archaeologist	3	FOLKLORE/ AFRICAN 210	The African Storyteller	3
ANTHRO 424	Historical Anthropology	3	FOLKLORE 220	The Folk Tale	3
ANTHRO/ LINGUIS 430	Language and Culture	3-4	FOLKLORE 230	Introduction to American Folklore	3
ART 236	Bascom Course	3	FOLKLORE 320	Folklore of Wisconsin	3
All Art History courses			FOLKLORE/ MEDIEVAL/ RELIG ST/ SCAND ST 342	Nordic Mythology	3
ASIAN AM 101	Introduction to Asian American Studies	3	FOLKLORE/ SLAVIC 444	Slavic and East European Folklore	3
ASIAN AM/SOC 220	Ethnic Movements in the United States	3-4	FOLKLORE 460	Folk Epics	3
ASIAN AM/ ENGL 270	A Survey of Asian American Literature	3	GEN&WS 101	Gender, Women, and Cultural Representation	3
CLASSICS 322	The Romans	3	GEN&WS 102	Gender, Women, and Society in Global Perspective	3
COM ARTS 250	Survey of Contemporary Media	3	GEN&WS/ AFROAMER 222	Introduction to Black Women Writers	3
COM ARTS 260	Communication and Human Behavior	3	HISTORY 101	Amer Hist to the Civil War Era, the Origin & Growth of the U S	4
COM ARTS 350	Introduction to Film	3	HISTORY 102	American History, Civil War Era to the Present	4
COM ARTS 351	Television Industries	3	HISTORY/ CLASSICS 110	The Ancient Mediterranean	4
COM ARTS 354	Film Genres	3	HISTORY 115	Medieval Europe 410-1500	4
COM ARTS 355	Introduction to Media Production	4	HISTORY 119	Europe and the World, 1400-1815	4
COM ARTS 357	History of the Animated Film	3	HISTORY 120	Europe and the Modern World 1815 to the Present	4
COM ARTS 358	History of Documentary Film	3	HISTORY 142	History of South Asia to the Present	3-4
COM ARTS 450	Cultural History of Broadcasting	3	HISTORY 200	Historical Studies	3
COM ARTS 454	Critical Film Analysis	3	HISTORY 201	The Historian's Craft	3-4
COMP LIT 201	Introduction to Pre-Modern Literatures/Impact on the Modern World	3	HISTORY/INTL ST/ LACIS 242	Modern Latin America	4
COMP LIT 202	Introduction to Modern and Contemporary Literature	3	HISTORY/ASIAN/ GEOG/POLI SCI/ SOC 244	Introduction to Southeast Asia: Vietnam to the Philippines	4
COMP LIT 203	Introduction to Cross-Cultural Literary Forms	3	HISTORY/ GEOG/POLI SCI/ SLAVIC 253	Russia: An Interdisciplinary Survey	4
COMP LIT 990	Research and Thesis	1-12	HISTORY/ AFROAMER/ ANTHRO/C&E SOC/ GEOG/LACIS/ POLI SCI/SOC/ SPANISH 260	Latin America: An Introduction	3-4
DANCE 255	Movement Composition for the Performing and Visual Arts	2	HISTORY/AFRICAN/ AFROAMER/ ANTHRO/GEOG/ POLI SCI/SOC 277	Africa: An Introductory Survey	4
DANCE 265	Dance History I: Dance in the Modern Era	3	HISTORY 302	History of American Thought, 1859 to the Present	3-4
ENGL 207	Introduction to Creative Writing: Fiction and Poetry Workshop	3			
ENGL 236	Bascom Course	3			
ENGL/ ASIAN AM 270	A Survey of Asian American Literature	3			
ENGL/HISTORY/ RELIG ST 360	Early Medieval England	3			
ENGL 417	History of the English Language	3			
DS 221	Person and Environment Interactions	3			
DS 355	History of Fashion, 1400-Present	3			
DS 421	History of Architecture and Interiors I: Antiquity through 18th Century	3			

HISTORY 303	A History of Greek Civilization	3-4	LITTRANS 274	In Translation: Masterpieces of Scandinavian Literature-the 20th Century	3-4
HISTORY/ MEDIEVAL/ RELIG ST 309	The Crusades: Christianity and Islam	3-4	LITTRANS 275	In Translation: The Tales of Hans Christian Andersen	3-4
HISTORY 336	Chinese Economic and Business History: From Silk to iPhones	3-4	LITTRANS/ GERMAN 276	Special Topics in German and World Literature/s	3
HISTORY/ASIAN 341	History of Modern China, 1800-1949	3-4	LITTRANS/ GERMAN/ JEWISH 279	Yiddish Literature and Culture in America	3
HISTORY 344	The Age of the American Revolution, 1763-1789	3-4	LITTRANS/ THEATRE 335	In Translation: The Drama of Henrik Ibsen	3-4
HISTORY/ GEN&WS 353	Women and Gender in the U.S. to 1870	3-4	LITTRANS 410	In Translation: Special Topics in Italian Literature	3
HISTORY 359	History of Europe Since 1945	3-4	LITTRANS 473	Polish Literature (in Translation) since 1863	3
HISTORY/ ED POL 412	History of American Education	3	JEWISH/GERMAN/ LITTRANS 279	Yiddish Literature and Culture in America	3
HISTORY 418	History of Russia	3-4	JEWISH/HEBR- MOD 301	Introduction to Hebrew Literature	3
HISTORY 434	American Foreign Relations, 1901 to the Present	3-4	JOURN 201	Introduction to Mass Communication	4
HISTORY/ CHICLA 435	Colony, Nation, and Minority: The Puerto Ricans' World	3	JOURN/ HISTORY 560	History of U.S. Media	4
HISTORY/ ECON 466	The American Economy Since 1865	3-4	JOURN 561	Mass Communication and Society	4
HISTORY 500	Reading Seminar in History	3	MEDIEVAL/ HISTORY/ RELIG ST 309	The Crusades: Christianity and Islam	3-4
HISTORY/HIST SCI/ MED HIST 508	Health, Disease and Healing II	3-4	MEDIEVAL/ SCAND ST 408	Intermediate Old Norse	3
HISTORY/ JOURN 560	History of U.S. Media	4	MEDIEVAL/ GERMAN 651	Introduction to Middle High German	3
HISTORY 600	Advanced Seminar in History	3	MUSIC 101	The Musical Experience	3
HISTORY 680	Honors Thesis Colloquium	2	MUSIC/ FOLKLORE 103	Introduction to Music Cultures of the World	3
HISTORY 681	Senior Honors Thesis	1-3	MUSIC 105	Storytelling on Stage: Introduction to Musical Theater and Opera	3
HISTORY 682	Senior Honors Thesis	1-3	MUSIC 106	The Symphony	3
HISTORY 690	Thesis Colloquium	2	MUSIC 113	Music in Performance	1
HISTORY 691	Senior Thesis	1-3	MUSIC 211	Survey of the History of Western Music	3
HISTORY 692	Senior Thesis	1-3	PHILOS 101	Introduction to Philosophy	3-4
ILS 201	Western Culture: Science, Technology, Philosophy I	3	PHILOS 341	Contemporary Moral Issues	3-4
ILS 202	Western Culture: Science, Technology, Philosophy II	3	PHILOS 430	History of Ancient Philosophy	3-4
ILS 204	Western Culture: Literature and the Arts II	3-4	PHILOS 432	History of Modern Philosophy	3-4
ILS 205	Western Culture: Political, Economic, and Social Thought I	3	PHYSICS 109	Physics in the Arts	3
ILS 206	Western Culture: Political, Economic, and Social Thought II	3	RELIG ST 361	Early Christian Literature: Pauline Christianity	3
LINGUIS 101	Human Language	3	RELIG ST/AFRICAN/ ASIAN 370	Islam: Religion and Culture	4
LITTRANS 202	Survey of 19th and 20th Century Russian Literature in Translation II	3	SOC 125	American Society: How It Really Works	3-4
LITTRANS/ ENGL 223	Vladimir Nabokov: Russian and American Writings	3	THEATRE 327	History of Costume for the Stage	3
LITTRANS 234	Soviet Life and Culture Through Literature and Art (from 1917)	3-4			
LITTRANS 236	Bascom Course-In Translation	3			
LITTRANS/ MEDIEVAL/ RELIG ST 253	Of Demons and Angels. Dante's Divine Comedy	3			
LITTRANS 264	Survey of Japanese Literature in Translation	3			

MAJOR REQUIREMENTS - GRAPHIC DESIGN OPTION

Complete a minimum of 72 studio credits, including the specific coursework below. The BFA degree requires 126 credits. At least 36 credits of major studio coursework be completed in residence at UW-Madison.

Art and BFA degree students have priority access to studio courses. Note: Some courses are offered for 3 or 4 credits; it is preferred that the course be taken for 4 credits.

REQUIRED STUDIO FOUNDATION COURSES - GRAPHIC DESIGN OPTION

Code	Title	Credits
ART 102	2D Foundations	3
ART 104	3D Foundations	3
ART 107	Introduction to Digital Forms	3
ART 212	Drawing Foundations	3

REQUIRED STUDIO BREADTH COURSES - GRAPHIC DESIGN OPTION

Complete one course in each of the Graphic Design, 2D, 3D, and 4D areas. Students will also take ART 508 at least once and complete a 500-level or 600-level art studio course in graphic design and also in another discipline.

Graphic Design

Code	Title	Credits
ART 346	Basic Graphic Design	4

2D Studio

Select one of the following:

Code	Title	Credits
ART 222	Introduction to Painting	3-4
ART 232	Life Drawing I	4
ART 242	Watercolor I	3-4
ART 302	Color	4
ART 312	Intermediate Drawing I	3-4

3D Studio

Select one of the following:

Code	Title	Credits
ART 214	Sculpture I	4
ART 224	Ceramics I	4
ART 244	Art Metal I	3-4
ART 334	Wood Working	3-4
ART 343	Metal Fabrication and Welding in Sculpture	3-4
ART 354	Glassworking	4
ART 454	Neon: Light as Sculpture	4

4D Studio

Select one of the following:

Code	Title	Credits
ART 309	Digital Art and Code	4
ART 318	Introduction to Video, Performance & Installation Art	4
ART 338	Service Learning in Art	2
ART 409	Digital Fabrication Studio	4
ART 428	Digital Imaging Studio	4
ART 429	3D Digital Studio I	4
ART 470	Special Topics in 4D Art	3-4
ART 521	Installations and Environments	4
ART 531	Screen Performance	3-4

VISITING ARTIST LECTURE SERIES - GRAPHIC DESIGN OPTION

Complete the following:

Code	Title	Credits
ART 508	Colloquium in Art (Students are encouraged to enroll in this visiting artist lecture series multiple times)	1

ADDITIONAL STUDIOS - GRAPHIC DESIGN OPTION

Complete at least 20 studio credits of graphic design coursework, **to include at least one 500 or 600 level course**, from the following list:

Code	Title	Credits
ART 333	Intro to Responsive Web Design	4
ART 356	Coding for Graphic Design	4
ART 458	Graphic Design for Branding and Identity	4
ART 463	Information Graphics	4
ART 465	Graphic Design for Packaging	4
ART 467	Graphic Design for Posters	4
ART 525	Advanced Typography	4
ART 546	Graphic Design for Publications	4
ART 556	Graphic Design for Interactive Media	4
ART 558	Product Development for Graphic Design	4
ART 560	Graphic Design Senior Thesis Project and Exhibition	4
ART 563	Graphic Design for Games	4
ART 564	Graphic Design for Accessibility	4
ART 565	Typeface Design	4
ART 568	Motion Typography	4
ART 575	User Experience for Graphic Design	4
ART 656	Design Portfolio and Professional Practice	4
ART 663	Graphic Design Practicum	2

ADVANCED LEVEL COURSE IN A SECOND DISCIPLINE

BFA-Art Graphic Design option students must plan for and complete an advanced-level (500-600) studio course in a secondary discipline of their

choice. Common selections are in digital media, drawing/painting, video, glass, printmaking, and photography.

ELECTIVE STUDIO COURSES

Select additional elective studio courses (<https://guide.wisc.edu/courses/art/>) to reach the minimum of 72 credits.

GPA AND OTHER GRADUATION REQUIREMENTS

GRADUATION REQUIREMENTS

Requirements are based on UW–Madison coursework.

- 2.5 minimum cumulative grade point average. This may be modified by the Last 60 Credits Rule.
- Cumulative major grade point average: 3.0 cumulative grade point average in all major studio coursework.
- Upper-level major coursework: 3.0 cumulative grade point average in all upper-level major coursework (Art courses numbered 214 and above, excluding ART 236 and ART 338).
- Major Residency: Must complete at least 36 credits of major coursework in the UW–Madison Art Department. All graphic design coursework must be completed in residence.
- Senior Residency: Degree candidates must complete their last 30 credits in residence on the UW–Madison campus, excluding retroactive credits and credits granted by examination.
- Total Credits: A minimum of 126 credits must be completed to earn the BFA degree.

DEGREE AUDIT (DARS)

UW–Madison uses “DARS” to document a student’s progress toward the completion of their degree, including any additional majors and certificates. A DARS (Degree Audit Reporting System) report shows all the requirements for completing a degree and, against courses that are planned or completed, shows the requirements that have been met, and those that are unmet. A report can offer suggestions about courses that may be taken to meet specific requirements and can assist in the academic planning and enrollment process. Students can access a DARS report in the Course Search & Enroll app or Student Center via My UW.

DARS also has a “what-if” function. This feature makes it possible to request a DARS report as if pursuing another program, major, or certificate. It is an excellent tool if considering a new or additional area of study. School of Education students in a pre-professional classification such as Pre-Elementary (PRE) or Pre-Kinesiology should request a “what if” DARS report of their professional program of interest.

More information on how to request a DARS report is available on the Office of the Registrar’s website (<https://registrar.wisc.edu/dars/>).

DARS is not intended to replace student contact with academic advisors. It creates more time in an advising appointment to discuss course options, research opportunities, graduate school, or issues of personal interest or concern to students.

DARS is used as the document of record for degree program, major, and certificate completion in the School of Education.

FOUR-YEAR PLAN

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Bachelor of Fine Arts: Art - Graphic Design Named Option

Sample Four-Year Plan

This four-year sample graduation plan is designed to guide your course selection throughout your academic career; it does not establish a contractual agreement. Use it along with your DARS report, the Guide, and the Course Search and Enroll app to create a four-year plan reflecting your placement scores, incoming credits, and individual interests. Consult with your academic advisor(s) to develop a personalized plan of study and refer to the Guide for a complete list of requirements. You will likely revise your plan several times during your academic career here, based on your activities and changing academic interests.

A minimum of 126 credits are required. Six credits of liberal studies course work must be aesthetics-related and will count toward both liberal studies and aesthetics requirements.

Freshman

Fall	Credits Spring	Credits
Communication A (fall or spring)	3 Communication A (fall or spring)	3
ART 108	3 ART 208	3
ART 102	3 ART 104	3
ART 212	3 ART 107	3
ART 508	1 Additional Studio Elective (ART 508 recommended)	1
Liberal Studies course work	2-5 Liberal Studies course work	2-5
15		15

Sophomore

Fall	Credits Spring	Credits
ART 438 (Aesthetic)	3 Aesthetic Elective	3-4
ART 346	4 Art Studio Breadth course from 2D, 3D, or 4D categories	4
Art Studio Breadth course from 2D, 3D, or 4D categories	4 Graphic Design Studio course	4
Quantitative Reasoning A	3 Communication B	3
	Liberal Studies course work	2-3
14		18

Junior

Fall	Credits Spring	Credits
BFA Application	Graphic Design Studio Elective	4
Graphic Design Studio Elective	4 Art or Design Studio Elective	4
Art or Design Studio Electives	8 Quantitative Reasoning B	3

Liberal Studies course work	4 Ethnic Studies	3
	Liberal Studies course work	3
16		17

Senior

Fall	Credits Spring	Credits
Graphic Design Studio Elective	4 Capstone Professional Practice Course	2
Area 2 Advanced Studio Elective, Intermediate Level	4 Area 2 Advanced Studio Elective	4
Art or Design Studio Elective course work	4 Advanced Graphic Design Studio Elective	4
Liberal Studies course work	4 Liberal Studies course work	5
16		15

Total Credits 126