

Student Name: _____

Student CWID: _____

ADMISSION REQUIREMENTS

New Student

- 2.5 high school GPA (on a 4.0 scale)
- Two of the three
 1. English ACT score of 16 or higher, or SAT Writing score of 370 or higher
 2. Math ACT score of 19 or higher, or SAT Math score of 460 or higher
 3. Reading ACT score of 19 or higher, or SAT Reading score of 430 or higher

Transfer Students

- Combines college or university GPA of 2.35 (on a 4.0 scale) from all institutions attended. GPA based on completion of 12 credit hours or more.
- Transfer equivalency for FSU ENGLISH 150 or placement during the first semester at FSU which would require an ACT English score of 16 or higher; Compass score 70-100.
- Transfer equivalency for FSU MATH 114 or placement during the first semester at FSU which would require an ACT MATH score of 19 or higher; compass algebra score 46 – 74 and HS Algebra with 2.0

UNIVERSITY GENERAL EDUCATION REQUIREMENTS

Required	Course Title (Prerequisites shown in parenthesis)		Crs	Gr
COMMUNICATIONS COMPETENCE – 12 Credits Required				
COMM	121	Fundamentals of Public Speaking (none)	3	
ENGL	150	English 1 (ACT 14 or C- in ENGL 074)	3	
ENGL	250	English 2 (C- in ENGL 150)	3	
ENGL	325	Advanced Business Writing (ENGL 250 or 211 w/C or higher)	3	
QUANTITATIVE SKILLS – 7 Credits Required				
MATH	114	Quantitative Reasoning for Professionals 2 (MATH 109 or 110 w/C- or higher, or MATH ACT 19 or SAT 460 and ENGL 074 or ENGL ACT 14 or VERBAL SAT 370); if MATH ACT 24 or SAT 560 or higher, student must substitute General Education Elective credits.	4	
Or				
MATH	115	Intermediate Algebra (MATH 109 or 110 w/ C- or higher or MATH ACT 19 or SAT 460); if MATH ACT 24 or SAT 560 or higher, student must substitute General Education Elective credits.	3	
STQM	260	Introduction to Statistics (MATH 114, 115, 116, 120, 126, 130, 132, or 135 with a grade of C- or higher or 24 on ACT or 560 on SAT.)	3	
SCIENTIFIC UNDERSTANDING - 7 Credits Required - Consult the Ferris website: www.ferris.edu/htmls/academics/gened/scicourses.html for approved courses				
		Lab Science Elective	4	
		Scientific Understanding Elective	3	

CULTURAL ENRICHMENT – 9 Credits Required **

ARTH		Art History Elective	3	
		Cultural Enrichment Elective/Foreign Language/Photography	3	
		Cultural Enrichment Elective (200-level or above)	3	

SOCIAL AWARENESS – 9 Credits Required **

ECON	221	Principles of Macroeconomics (MATH 109 or 110 w/ C- or higher or MATH 114, 115, 116, 117, 118, 119, 120, 122, or 126 or MATH ACT 19 or SAT 460)	3	
		Social Awareness Elective	3	
ANTH	122	Intro Cultural Anthropology (Reading score of 17 ACT or Verbal 430 SAT or READ 106 with grade of C or higher)*	3	

** General Education Requirements - “Global consciousness”, “race, ethnicity and gender”, “social foundation” requirements must be met either through Cultural Enrichment, Social Awareness or other courses; must have a 200 level cultural awareness and a 200 level social awareness.

Freshman Seminar, FSUS 100, is satisfied by:
 Global consciousness requirement satisfied by:
 Race, ethnicity, gender requirement satisfied by:
 Social Foundation satisfied by: ECON 221

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Banner Program Code: DSGN-BS
 Department/School: Marketing / College of Business
 231-591-2426 mktg@ferris.edu

MyDegree Blocks

Pre-Pod	Prod

Original Creation Date: 201608
 Update Effective Term: 201608
 Update Effective Catalog Year: 2016/2017
 Update UCC Proposal Number: 16-038 & 16-082

GRAPHIC DESIGN – Bachelor of Science – 124 credits

Required		Course Title (Prerequisites shown in parenthesis)	Crs	Gr
MAJOR REQUIREMENTS – 66 Credits (these courses ARE used to calculate the major GPA requirement)				
DSGN	100	Design Foundations (offered fall)	3	
DSGN	110	Type & Technology (DSGN 100, offered spring)	3	
DSGN	120	Image & Technology (DSGN 100, offered spring)	3	
DSGN	210	Type & Visual Interfaces (DSGN 110, DSGN 120, offered fall)	3	
DSGN	212	Visual Communication (DSGN 110, DSGN 120, offered fall)	3	
DSGN	220	Interactivity & Development (DSGN 210, DSGN 212, offered spring)	3	
DSGN	222	Principles of Experience Design (DSGN 210, DSGN 212, offered spring)	3	
DSGN	300	Producing Design Systems (DSGN 220, DSGN 222, offered fall)	3	
DSGN	301	Interaction Design Development (DSGN 310, DSGN 320, offered spring)	3	
DSGN	310	Branding Experience Design 1 (DSGN 220, DSGN 222, offered fall)	6	
DSGN	320	Branding Experience Design 2 (DSGN 310, offered spring)	6	
DSGN	399	Internship or International Experience (DSGN 310, offered spring)	3	
DSGN	410	Design Project Center 1 (DSGN 320, DSGN 301, offered fall)	9	
DSGN	412	Design Professionalism & Entrepreneurship (DSGN 320, DSGN 301, offered fall)	3	
DSGN	420	Design Project Center 2 (DSGN 399, DSGN 410, offered spring)	9	
DSGN	499	Portfolio Preparation (DSGN 410, offered spring)	3	
RELATED BUSINESS COURSES – 15 credits				
MKTG or MGMT	231	Professional Selling (COMM 121 or COMH 121)	3	
	301	Applied Management (Sophomore status or higher)	3	
MKTG	321	Principles of Marketing (Sophomore status or higher)	3	
ISYS or PREL	200	Database Design (ISYS 105 or Demonstrated Competency in ISYS 105)	3	
	240	Public Relations Principles (ENGL 150)	3	
ISYS or MKTG	288	Web Application Development (ISYS 200)	3	
	425	Market Research (STQM 260 and MKTG 321)	3	
BLAW	321	Contracts and Sales	3	

ADDITIONAL GRADUATION REQUIREMENTS

- 40 credits at the 300/400 level
- 30 credits FSU Residency
- Minimum 120 total credits

NOTICE REGARDING WITHDRAWAL, RE-ADMISSION AND INTERRUPTION OF STUDENTS

Students who return to the university after an interrupted enrollment (not including summer semester) must normally meet the requirement of the curriculum that are in effect at the time of their return, not the requirements which were in effect when they were originally admitted.

GRAPHIC DESIGN – Bachelor of Science – 124 credits**SUGGESTED SEMESTER BY SEMESTER COURSE COMPLETION****FIRST YEAR**

FALL SEMESTER		Crs	Grade
FSUS 100	FSU Seminar	1	
	Scientific Understanding Elective w/ lab	4	
MATH 114	Quantitative Reasoning for Professionals 2	4	
ENGL 150	English	3	
DSGN 100	Design Foundations	3	
TOTAL		15	

SPRING SEMESTER		Crs	Grade
DSGN 110	Type & Technology	3	
DSGN 120	Image & Technology	3	
ANTH 122	Intro Cultural Anthropology	3	
ECON 221	Principles of Macro Economics	3	
COMM 121	Fundamentals of Public Speaking	3	
TOTAL		15	

SECOND YEAR

FALL SEMESTER		Crs	Grade
STQM 260	Introduction to Statistics	3	
ENGL 250	English 2	3	
MKTG 231 Or MGMT 301	Professional Selling Principles of Management	3	
DSGN 210	Type & Visual Interfaces	3	
DSGN 212	Visual communication	3	
TOTAL		15	

SPRING SEMESTER		Crs	Grade
DSGN 220	Interactivity & Development	3	
DSGN 222	Principles of Experience Design	3	
	Art History or Cultural Enrichment	3	
	Cultural Enrichment Elective / Foreign Language/Photography	3	
ISYS 200 Or PREL 240	Database Design Implementation Public Relations Principles	3	
TOTAL		15	

THIRD YEAR

FALL SEMESTER		Crs	Grade
	Scientific Understanding Elective	3	
ISYS 288 Or MKTG 425	Web Application Dev. Market Research	3	
	Cultural Enrichment	3	
DSGN 310	Branding Experience Design 1	6	
DSGN 300	Producing Design Systems	3	
TOTAL		18	

SPRING SEMESTER		Crs	Grade
DSGN 320	Branding Experience Design 2	6	
DSGN 301	Interaction Design Development	3	
MKTG 321	Principles of Marketing	3	
ENGL 321	Advanced Writing for Business	3	
TOTAL		15	

SUMMER SEMESTER		Crs	Grade
DSGN 399	Internship or International Experience	3	

FOURTH YEAR

FALL SEMESTER		Crs	Grade
	Social Awareness Elective	3	
BLAW 321	Contracts and Sales	3	
DSGN 412	Design Professionalism & Entrepreneurship	3	
DSNG 410	Design Project Center	9	
TOTAL		18	

SPRING SEMESTER		Crs	Grade
DSGN 420	Design Project Center	9	
DSGN 499	Portfolio Preparation	3	
TOTAL		12	

TOTAL HOURS REQUIRED 126

GRAPHIC DESIGN – Bachelor of Science – 124 credits

DEGREE OUTCOMES (the outcomes will be used in TracDAT)	
1.	Critical Thinking: Demonstrate creative problem solving through use of a design process and deliverables
2.	Creative Concept: Develop creative user-centered communication solutions
3.	Execution: Produce professional level industry-relevant media deliverables
4.	Collaboration: Work Collaboratively with clients and design teams
5.	Professionalism: Exhibit design professionalism