



#### **BS DEGREE - CODE #2534**

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The graphic and media design program provides graduates with expertise in graphic design for screen-based and print media. The program focuses on developing the contemporary problem-solving and design skills needed to apply principles of design, drawing, and visual communication. An awareness of design history is combined with the latest topics in graphic and media design to provide an informed student aimed at innovation in the field.

#### **ADVANTAGES**

The graphic and media design (GMD) program at Alfred State is different from other graphic design programs. It is designed to meet the current needs for design in a time-based and screen-filled world. From cellphones to video billboards, new venues are demanding movement and interaction. This program is built to take advantage of new and ever-changing technologies and remain at the leading edge of design. Currently, designers are asked to be able to design for print and screen. This requires new thinking, new versatility, and a new type of creative problem solver. This new versatile designer is what this program is designed to produce.

#### **FACILITIES**

- Video and audio production studio
- High-end computer labs
- Screen printing
- Large-format printing
- Traditional materials studios
- 24-hour studio access
- HD video and surround-sound in each studio
- Real-world collaborative studio environments
- Virtual reality and 3D sculpting studio
- 3D printing and laser cutting lab

#### **OCCUPATIONAL OPPORTUNITIES**

- Graphic design
- Media design
- Fine art
- Video and audio production
- Marketing
- Communication
- Education

#### **RELATED PROGRAMS**

- [Digital Media and Animation](#)
- [Game and Interactive Design](#)
- [Information Technology: Web Development](#)

#### **ENTRANCE REQUIREMENTS/RECOMMENDATIONS**

Required: Algebra, Geometry

Recommended: Algebra 2

#### **EMPLOYMENT STATISTICS**

Employment and continuing education rate of 100 percent – 100 percent are employed.

#### **REQUIRED EQUIPMENT**

A tier 4 or Apple MacBook Pro laptop computer is required for students entering the graphic and media design program. Laptop specifications are available at [www.alfredstate.edu/required-laptops](http://www.alfredstate.edu/required-laptops).

#### **OFFICE OF ACCESSIBILITY SERVICES**

Students who believe they need a reasonable accommodation to properly participate in this program may contact Melanie Ryan in the Office of Accessibility Services. This office may be contacted by email at [oas@alfredstate.edu](mailto:oas@alfredstate.edu) or by phone at 607-587-4506. Please keep in mind that some accommodations may take time to implement, so students seeking accommodations are encouraged to contact OAS as early as possible.

**GRAPHIC AND MEDIA DESIGN - BS DEGREE**

**TYPICAL EIGHT-SEMESTER PROGRAM**

**First**

DGMA	1401	Freshman Seminar	1
DGMA	1403	Digital Foundations I	3
DGMA	1423	Intro to Visual Communication	3
DGMA	1413	Foundations: Form/Space	3
COMP	1503	Writing Studies	3
FNAT	1313	Art History	3
			<b>16</b>

**Second**

FNAT	2333	Survey of Design	3
DGMA	2503	Digital Foundations II	3
FNAT	2423	3D Design/Color	3
GLST	2113	Global & Diverse Perspectives	3
MATH	xxx3	Math Elective	3
			<b>15</b>

**Third**

DGMA	3303	Digital Photography	3
DGMA	3503	Typography	3
DGMA	3603	Production I	3
XXXX	xxx3	Gen Ed/Social Science Elective	3
XXXX	xxx3	Gen Ed/Natural Science Elective	3
LITR	xxx3	Literature Elective	3
			<b>18</b>

**Fourth**

FNAT	3513	Art History II	3
DGMA	4103	Interactive Design	3
XXXX	xxx3	Technical Elective	3
COMP	3603	Writing for Emergent Media	3
SPCH	1083	Public Speaking	3
SPCH	xxx3	OR Effective Speaking or Equivalent	3
			<b>15</b>

**Fifth**

DGMA	6103	Production II	3
DGMA	5603	Interactive Media	3
XXXX	xxx3	Technical Elective (Upper Level)	3
COMP	5703	Technical Writing II	3
XXXX	xxx3	Gen Ed/LAS Elective (Upper Level)	3
			<b>15</b>

**Sixth**

XXXX	xxx3	Technical Elective (Upper Level)	3
DGMA	6203	Motion Graphics	3
DGMA	7703	Adv Topics Interactive Design	3
XXXX	xxx3	Gen Ed/LAS Elective (WC or FL)	3
XXXX	xxx3	LAS Elective (Upper Level)	3
			<b>15</b>

**Seventh**

DGMA	7803	Professional Practices	3
DGMA	6303	Spec. Topics in Media Design 1	3
DGMA	7603	Advanced Motion Graphics	3
XXXX	xxx3	LAS Elective	3
XXXX	xxx3	LAS Elective	3
			<b>15</b>

**Eighth**

DGMA	8403	Sr Studio Proj - Media Design	3
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DGMA	8503	Special Topics Media Design II	3
DGMA	8203	Media Design Seminar	3
XXXX	xxx3	LAS Elective	3
XXXX	xxx3	Gen Ed/LASElective	3
			<b>15</b>

**GRADUATION REQUIREMENTS**

To fulfill degree requirements, each student must complete 124 total semester credit hours, including a minimum of 60 credit hours of liberal arts and sciences from eight of the 10 State University of New York general education categories, and earn a 2.0 cumulative GPA and a grade of "C" or better in the core courses (DGMA and FNAT prefixes).

Students are required to complete a digital portfolio assignment and annual review to meet graduation requirements.

A typical day consists of two, one-hour lectures and a two-hour studio in the freshman and sophomore years.