BS GRAPHIC COMMUNICATION

Program Learning Objectives

1. Critically and creatively design, produce and critique GrC solutions based on theoretical foundations, modern practice and critical understanding of market and societal trends.
   • Create and/or integrate graphic and functional design to enhance adoption or user experience for GrC products and services via effective usage of imagery, type, function and appropriate design principles.
   • Develop creative business or production strategies that effectively address existing or emerging GrC markets.

2. Effectively communicate GrC concepts in oral, written and visual form in both group and individual settings.
   • Effectively articulate and defend professional writing, and visual and oral presentations in various stages and forms, including content development, market research, experimental research, team facilitation, leadership development, visual representation and technology analysis.

3. Develop, evaluate and justify appropriate production/development strategies in GrC.
   • Identify, evaluate and implement various "output" strategies for graphic media and industrial products.
   • Develop technical and process expertise, including specification and content development strategies, for graphic and manufacturing processes.
   • Design and produce aesthetically pleasing graphic media that combine brand and market awareness with best practices in visual communication, demonstrating skill development in creative software usage.
   • Contrast professional hardware and software workflow technologies against required specifications and tolerances to determine appropriateness for requirements.

4. Evaluate fundamental business practices for graphic communication.
   • Evaluate fundamental business, finance and management principles related to starting and developing a GrC business.

5. Demonstrate reasoned responses to current environmental and societal challenges.
   • Make reasoned positive contributions to current societal and corporate challenges in GrC, specifically related to diversity in the workforce and sustainable practices in GrC.

6. Locate, analyze, and synthesize market trends and continuous learning opportunities in GrC.
   • Analyze applications, trends, and market drivers in GrC.

Degree Requirements and Curriculum

In addition to the program requirements listed on this page, students must also satisfy requirements outlined in more detail in the Minimum Requirements for Graduation (http://catalog.calpoly.edu/generalrequirementsbachelorsdegree/#generaleducationtext) section of this catalog, including:

- 60 units of upper-division courses
- 2.0 GPA
- Graduation Writing Requirement (GWR)
- U.S. Cultural Pluralism (USCP)

Note: No Major, Support or Concentration courses may be selected as credit/no credit.

MAJOR COURSES

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>GRC 101</td>
<td>Introduction to Graphic Communication</td>
<td>3</td>
</tr>
<tr>
<td>GRC 102</td>
<td>Orientation to Graphic Communication</td>
<td>2</td>
</tr>
<tr>
<td>GRC 201</td>
<td>Digital Publishing Systems</td>
<td>3</td>
</tr>
<tr>
<td>GRC 203</td>
<td>Digital File Preparation and Workflow</td>
<td>4</td>
</tr>
<tr>
<td>GRC 204</td>
<td>Introduction to Contemporary Print Management and Manufacturing</td>
<td>4</td>
</tr>
<tr>
<td>GRC 211</td>
<td>Materials for Graphic Communication Applications</td>
<td>4</td>
</tr>
<tr>
<td>GRC 224</td>
<td>Binding and Finishing Processes</td>
<td>1</td>
</tr>
<tr>
<td>GRC 301</td>
<td>Digital Photography and Color Management</td>
<td>4</td>
</tr>
<tr>
<td>GRC 316</td>
<td>Flexographic Printing Technology</td>
<td>3</td>
</tr>
<tr>
<td>GRC 318</td>
<td>Digital Typography for Print and Web</td>
<td>4</td>
</tr>
<tr>
<td>GRC 320</td>
<td>Managing Quality in Graphic Communication</td>
<td>4</td>
</tr>
<tr>
<td>GRC 328</td>
<td>Offset Printing Technology</td>
<td>4</td>
</tr>
<tr>
<td>GRC 329</td>
<td>Printed Electronics and Product Development</td>
<td>3</td>
</tr>
<tr>
<td>GRC 337</td>
<td>Consumer Packaging</td>
<td>4</td>
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<tr>
<td>GRC 338</td>
<td>Web Development and Content Management</td>
<td>4</td>
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<tr>
<td>GRC 361</td>
<td>Marketing and Sales Management for Print and Digital Media</td>
<td>4</td>
</tr>
<tr>
<td>GRC 372</td>
<td>Applied Graphic Communication Practices</td>
<td>2</td>
</tr>
<tr>
<td>GRC 402</td>
<td>Digital Printing and Emerging Technologies in Graphic Communication</td>
<td>3</td>
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<tr>
<td>GRC 404</td>
<td>Data Management, Estimating and Visualization in Graphic Communication</td>
<td>4</td>
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<tr>
<td>GRC 411</td>
<td>Strategic Trends and Profitability Issues in Print and Digital Media</td>
<td>4</td>
</tr>
<tr>
<td>GRC 422</td>
<td>Human Resource Management Issues for Print and Digital Media</td>
<td>4</td>
</tr>
</tbody>
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Senior Project
Select from the following:
- GRC 461 Senior Project - Independent Study
- GRC 462 Senior Project
- GRC 463 Senior Project - Applied Practices

Concentration Courses 29

SUPPORT COURSES

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHEM 110</td>
<td>World of Chemistry (B1 &amp; B3) 1</td>
<td>4</td>
</tr>
</tbody>
</table>
MATH 118  Precalculus Algebra (B4)  
PHYS 104  Introductory Physics (GE Electives) 
  or PHYS 121  College Physics I 
STAT 217  Introduction to Statistical Concepts and Methods 

GENERAL EDUCATION (GE) 
(See GE program requirements below.) 

FREE ELECTIVES 
Free Electives 

Total units 

1  Required in Major or Support; also satisfies General Education (GE) requirement. 
2  MATH 116 and MATH 117 substitute. 

Concentrations 
- Design Reproduction Technology (http://catalog.calpoly.edu/collegesandprograms/collegeofliberalarts/graphiccommunication/bsgraphiccommunication/designreproductiontechnologyconcentration/) 
- Graphic Communication Management (http://catalog.calpoly.edu/collegesandprograms/collegeofliberalarts/graphiccommunication/bsgraphiccommunication/graphiccommunicationmanagementconcentration/) 
- Graphics for Packaging (http://catalog.calpoly.edu/collegesandprograms/collegeofliberalarts/graphiccommunication/bsgraphiccommunication/graphicsforpackagingconcentration/) 
- User Experience/User Interface (http://catalog.calpoly.edu/collegesandprograms/collegeofliberalarts/graphiccommunication/bsgraphiccommunication/userexperienceconcentration/) 

Individualized Course of Study 
This concentration consists of 29 units; a minimum of 18 units must be upper-division and a minimum of 8 units must be Graphic Communication. The student selects the courses in consultation with the concentration coordinator and department head, and provide written justification for the courses and the way they constitute a cohesive, integrated program of study. The list of courses serves as a contract between the student and the Graphic Communication Department. 

General Education (GE) Requirements 
- 72 units required, 12 of which are specified in Major and/or Support. 
- If any of the remaining 60 units is used to satisfy a Major or Support requirement, additional units of Free Electives may be needed to complete the total units required for the degree. 
- See the complete GE course listing (http://catalog.calpoly.edu/generalrequirementsbachelorsdegree/#generaleducationtext). 
- A grade of C- or better is required in one course in each of the following GE Areas: A1 (Oral Communication), A2 (Written Communication), A3 (Critical Thinking), and B4 (Mathematics/Quantitative Reasoning). 

Area A  English Language Communication and Critical Thinking 
A1  Oral Communication  4 
A2  Written Communication  4 
A3  Critical Thinking  4 

Area B  Scientific Inquiry and Quantitative Reasoning 
B1  Physical Science (4 units in Support)  0 
B2  Life Science  4 
B3  One lab taken with either a B1 or B2 course 
B4  Mathematics/Quantitative Reasoning (4 units in Support)  

Upper-Division B  

Area C  Arts and Humanities 
Lower-division courses in Area C must come from three different subject prefixes. 
C1  Arts: Arts, Cinema, Dance, Music, Theater  4 
C2  Humanities: Literature, Philosophy, Languages other than English  4 
Lower-Division C Elective - Select a course from either C1 or C2  
Upper-Division C  

Area D  Social Sciences 
D1  American Institutions (Title 5, Section 40404 Requirement)  4 
D2  Lower-Division D - Select courses from two different subject prefixes.  8 
Upper-Division D  

Area E  Lifelong Learning and Self-Development 
Lower-Division E  

GE Electives in Areas B, C, and D 
Select courses from two different areas; may be lower-division or upper-division courses. 
GE Electives (4 units in Support)  

Total units  60 

1  Required in Major or Support; also satisfies General Education (GE) requirement.