HOLLAND COLLEGE OF ARTS AND MEDIA

GRAPHIC DESIGN

Bachelor of Fine Arts (BFA)

This is a guide based on the 2026-2027 Undergraduate Catalog and is subject to change. The time it takes to earn a degree will vary based on several factors such as dual enrollment, remediation, and summer enrollment. Students will meet with an academic advisor each semester and use Degree Works to monitor their individual progress.

CURRICULUM CHECKLIST

87 Hour Major – No minor required

A 3.0 grade point average in the major must be maintained.
Grade of 'C' or better required in all BFA-Art major courses.

Core Requirements – 42 Hours

___ GD001 Graphic Design Review I (0) Freshman
___ GD002 Graphic Design Review II (0) Sophomore
___ GD003 Graphic Design Review III (0) Junior
___ GD222 Introduction to Graphic Design (3)
___ GD233 Illustration for Design (3)
___ GD311 Design Thinking and Writing (3)
___ GD322 Introduction to Typography (3)
___ GD333 AI as a Tool for Design and Media (3)
___ GD344 3D Production for Design and Media (3)
___ GD355 Web Design (3)
___ GD366 UX/UI Design (3)
___ GD377 Graphic Design Internship (3)
___ GD411 Identity Design (3)
___ GD422 Advanced Typography (3)
___ GD433 Packaging Systems and Design (3)
___ GD444 AR/MR for Design and Media (3)
___ GD455 Special Topics in Graphic Design (3)
___ GD499 Graphic Design Showcase (3)

Art History Requirements – 12 Hours

___ AH110 Art History Survey I (3)
___ AH210 Art History Survey II (3)
___ AH316 History of Graphic Design (3)
___ Any AH course or DS205 or DS206 (3)

Support Courses

___ AR100 Drawing I (3)
___ AR180 Digital Literacy for Art + Design (3)
___ AR201 2D/Color Comp (3)

Choose 6 Hours:

___ AR202 Drawing II (3)
___ AR303 Printmaking & Fibers II (3)
___ AR324 Animation II (3)
___ AR325 Painting I (3)
___ AR328 Photography I (3)
___ AR332 Sculpture I (3)
___ AR342 Ceramics I (3)

Choose 15 Hours:

___ Any additional AH, AR, or DS (3)
___ MC101 Media and Society (3)
___ MC231 Social Media Content Creation and Strategy (3)
___ MC310 Advertising Analysis and Strategy (3)
___ EN275 Introduction to Creative Writing (3)
___ EN302 Small Press Publishing (3)
___ EN303 Content Copywriting (3)
___ MK301 Principles of Marketing (3) AND MK343 Integrated Marketing (3)
___ MK301 Principles of Marketing (3) and MK348 Brand Marketing (3)

[1] *AR100, AH110, AH210 fulfill General Education Humanities Requirement.*

General Education Requirements – *some requirements may be fulfilled by coursework in major program*

- *Social and Behavioral Sciences – 6 hours*
- *Constitution Requirement – 3 hours*
- *Written Communication – 6 hours*
- *Oral Communication – 3 hours*
- *Natural Sciences – 7 hours (from two disciplines, one to include a lab)*
- *Mathematics – 3 hours*
- *Humanities & Fine Arts – 9 hours (from at least two disciplines)*
- *Additional requirements – 5 hours (to include UI100 for native students)*
- *Civics examination*

SAMPLE FOUR-YEAR PLAN

	Fall Semester		Spring Semester	
	Course #	Hrs	Course #	Hrs
FIRST YEAR	UI100	1	GD222	3
	AH110[1]	3	AR204	3
	AR100[1]	3	Major Elective	3
	AR180	3	General Education	3
	General Education	3	General Education	3
	General Education	3	GD001	0
	Total	**16**	**Total**	**15**
	Milestone: All critical courses recommended to be completed with grade of "B" or higher. Must maintain a gpa of 3.0 in the major.			
SECOND YEAR	GD311	3	GD233	3
	GD322	3	GD333	3
	AH210[1]	3	GD355	3
	General Education	3	General Education	3
	Major Elective	3	General Education	3
			GD002	0
	Total	**15**	**Total**	**15**
	Milestone: Must maintain a gpa of 3.0 in the major. Pass foundation review by end of 1st semester, second year.			
	(summer courses are encouraged to avoid 18 hour semesters)			
THIRD YEAR	GD366	3	GD344	3
	GD433	3	GD411	3
	GD444	3	AH316	3
	Major Elective	3	Major Elective	3
	General Education	3	Major Elective	3
			GD003	0
	Total	**15**	**Total**	**15**
	Milestone: Must maintain a gpa of 3.0 in the major.			
FOURTH YEAR	GD377	3	GD499	3
	GD422	3	History Reqmt Elective	3
	GD455	3	Major Elective	3
	General Education	3	Major Elective	3
	General Education	3	General Education	2
	Total	**15**	**Total**	**14**
	Milestone: Must maintain a gpa of 3.0 in the major.			

A "Milestone" signifies a significant stage for a student in the completion of a degree.

Degree requirements for all students: *a minimum of 120 credit hours, completion of the General Education program, and completion of 39 senior division hours (300-599). Refer to the Undergraduate Catalog or Degree Works for additional graduation requirements for your program.*

A minimum 3.0 GPA in the major and overall are required to graduate with a BFA degree and a grade of C or better in all art courses in the major.

NASAD ACCREDITATION
NATIONAL ASSOCIATION OF SCHOOLS OF ART & DESIGN

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DEGREE MAP 2026-2027