



MAJOR CHOSEN: GRAPHIC DESIGN

I. A BRIEF DESCRIPTION OF THE MAJOR

As a Graphic Design major, you will be prepared for a career in advertising design. You will take a core of classes to sharpen your skills and to lay a solid technical foundation for advanced work. Beginning your junior year, you will work on your professional portfolio. A semester spent in internship will also provide valuable practical experience.

II. COURSE HIGHLIGHTS

Here are some of the courses you will especially enjoy:

Typography This is the study of letterforms and the aesthetics of type. The design of effective typography is based on certain fundamental principles. This course covers principles and elements of typography, typestyles, and applied typography through class discussions combined with theoretical and practical projects.

Graphic Design This two-semester course will give you instruction and experience with a wide variety of graphic design principles and applications. You will study and produce projects in advertising, book and poster design, branding and brand identity, packaging, and symbol design. This course prepares you for building a portfolio and the internship experience.

Internship This is an evaluated work experience in your senior year. You will be placed in a local business or industry for application of classroom skills with job responsibilities.

III. A TYPICAL YEARLY COURSE SEQUENCE

This is a suggested program of study for you. Other refinements to your program can be made when you consult your faculty advisor at the time of your enrollment.

You will notice that some courses are listed as electives. These electives give you the opportunity to tailor your program by selecting courses you would like to take for your own personal enjoyment.



Freshman

Orientation	1
History of Civilization	3
Old Testament Messages	1
Drawing & Structural Representation	2
Introduction to Art	2
Fundamentals of Speech	3
English Composition.....	3
Science, Mathematics, or Computer Science	<u>3</u>
Total	18

Orientation	1
History of Civilization	3
New Testament Messages	1
Drawing	2
Calligraphy for Designers	2
Introduction to Design Technology	1
English Composition.....	3
Science, Mathematics, or Computer Science	<u>3</u>
Total	16

Sophomore

Composition Theory I	2
Typography I.....	2
Design Technology	3
English Literature	3
Psychology	3
Social Studies Elective	3
Sophomore Bible Elective.....	<u>1</u>
Total	17

Composition Theory II	2
Basic Painting	2
Basic Photography	3
Psychology	3
Social Studies Elective	3
Sophomore Bible Elective	<u>1</u>
Total	14

Junior

Bible Doctrines	3
Graphic Design I	2
Illustration I	2
Designing for the Web	3
History of Art	3
Printmaking: Lithography & Serigraphy	2
Oral Communication for the Professions	<u>3</u>
Total	18

Christian Family Forum	1
Bible Doctrines	3
Graphic Design II	2
Typography II	2
History of Art	3
Minor or Electives	<u>2</u>
Total	13

Senior

Graphic Design Production	2
Principles of Marketing	3
Upper-Level Bible Elective	2
Minor or Electives	<u>9</u>
Total	16

Portfolio	2
Graphic Design Internship	6
Upper-Level Bible Elective	2
Minor or Electives	<u>6</u>
Total	16

IV. FACILITIES, EQUIPMENT, AND OPPORTUNITIES

The Art Wing of the Dwight Gustafson Fine Arts Center houses ten art studio/classrooms which include large, well-lit drawing, painting, and design studios; completely equipped printmaking and craft studios; an education lab/classroom; a large ceramics studio with four kilns; a sculpture studio/woodshop; a foundry; and a computer lab with 25 state-of-the-art graphic design workstations.



A completely equipped computer laboratory is available for your use. This consists of 25 Macintosh G4 computers with 1 GB RAM each and CD-DVD drives; Adobe CS3 which includes Photoshop, Illustrator, and InDesign; the Macromedia suite including Dreamweaver, Flash, Fireworks, and Freehand; a large selection of fonts; three scanners; tablet and stylus sets; a large-format laser printer; and a color printer. All of the workstations are connected to the campus Novell network.

You can pursue the study of still photography and cinematography in the classes and facilities of Unusual Films, the University's professional film production unit.

As a graphic design major, you may have the opportunity to receive training in the University Creative Services department, which prepares all commercial artwork for the University. Also, the University Publishing Group and Printing department offer job opportunities for further career development.

Our students participate in campus and regional exhibitions. In comparison with secular schools, our program ranks highly. Our students have consistently won major awards in student competitions.

The Bob Jones University Museum and Gallery houses a world-renowned collection of sacred art, the most extensive collection in the Western Hemisphere. You will be able to receive inspiration and stimulation by studying the works in this collection.

Fine Arts Contests in music, speech, art, and literature are held annually, and all students have an opportunity to compete in them. Awards are given to winners in the field of piano, men's voice, women's voice, organ, string, woodwind, brass, original oratory, dramatic reading, poetry, art, photography, extemporaneous essay, and original hymn text writing.

Chapel is a central feature of Bob Jones University. This 35-minute service is held every morning, Monday through Thursday. These services are a source of great inspiration to students. Four days a week the Chapel message is brought by the President or by selected speakers. Each Friday the Chapel period is devoted to the meetings of various literary societies.

The Mack Library covers 89,000 square feet of floor space and has seating for over 1,300 students. It provides you with 318,000 items, including 17,000 music recordings, 70 electronic databases through the library website, and over 1,100 current periodical titles. In addition, the library participates in the statewide PASCAL Delivers program, allowing students to check out books from a statewide catalog of over nine million books. An interlibrary loan program for out of state borrowing is available through OCLC, a national database for books not held in our library. Other prominent features include the Jerusalem Chamber, a replica of a room in London's Westminster Abby in which work was done on the 1611 King James Bible, and the University Archives Room which displays materials about the Founder and the history of Bob Jones University.

Davis Field House, with over 87,000 square feet and seating for 3,000 people, contains 4 full-sized courts; auxiliary courts; indoor and outdoor tracks; swimming pool; café; and a fitness center with fully-equipped exercise room, aerobic room, sauna, and whirlpool.



If you are planning to live on campus, you will be glad to know that all of our residence halls are air-conditioned, have wall-to-wall carpeting, and have a phone in each room. You will be able to make long-distance calls directly from your room and have them automatically placed on your school bill. Computer network connectivity is available in all residence halls, as well.

All of our classrooms are air-conditioned, and most sidewalks are covered to keep you dry when it is raining. The Dining Common serves 8,500 delicious meals a day, and the Snack Shop and Campus Store in the Student Center carry just about anything you'll need.

You will find the finest Christian young people in the country are your fellow students, and without trying too hard, you may end up making a life-long friend!

V. ABOUT THE FACULTY

You will receive personal attention from the ten godly men and women who comprise the art faculty. Their average number of years of teaching experience is 20; and their specialties include drawing, painting, design, advertising design and illustration, calligraphy, printmaking, sculpture, ceramics, crafts, and art education.

All of our art faculty are practicing artists, exhibiting regularly and winning significant awards. Some of the awards that have been won include "Best in Show" at the Annual South Carolina Artists Guild, the Terminix Merit Award in the South Carolina Watercolor Society annual exhibition, and "Best in Show" at the Hunter Annual sponsored by the Hunter Museum in Chattanooga, Tennessee. One faculty member received first place at the La Luz National Miniature Show, La Luz, New Mexico. Another has work on display at the Blatt Senate Building in Columbia, South Carolina as well as being represented with three works in the South Carolina Arts Commission Collection.

VI. CAREER OPPORTUNITIES AND PLACEMENT

As a graduate from our graphic design program, you will have the opportunity to work as a designer in advertising, publishing, and the graphic arts industry. A number of our graduates are working for Christian production firms, and others are in secular positions in commercial design and commercial illustration.

Some of our Graphic Design graduates hold top positions at agencies and design firms around the world, and many have won awards in numerous competitions. Others own and operate their own design firms, and one of these firms was selected to create the official logo for the 1996 Republican National Convention. One of our graduates was recognized with two high-profile awards by the International Academy of Communication Arts and Sciences. Many of our graduates hold memberships and leadership positions in organizations such as AIGA and the American Advertising Federation. For the past several years 100% of our Graphic Design graduates have successfully found employment in a related field or were accepted into graduate design programs upon graduation.



VII. BJU: AN AFFORDABLE EDUCATION

Enclosed is an expense sheet detailing the cost of attending Bob Jones University. When you compare our charges to those of other private colleges, we think you will be pleasantly surprised. We believe we offer a student more value for his dollar than anyone else in America. And to help you see how affordable "the Opportunity Place" can be for you, we have enclosed a financial aid brochure that you can use to evaluate your own situation. Your Admissions Counselor or the Financial Aid Counselor would be happy to discuss this with you if you have any questions.

HOW TO TAKE THE NEXT STEP . . .

If you can see yourself in the career described in the profile, then a great opportunity awaits you at Bob Jones University. It is the opportunity for the premier Christian college experience in all the world. It is the opportunity for learning, for fun, and for developing new friendships. It is the opportunity to prepare for a lifetime of service for the Lord . . .

The Opportunity Place . . . God's Special Place for You.