

GRAPHIC DESIGN (BFA)

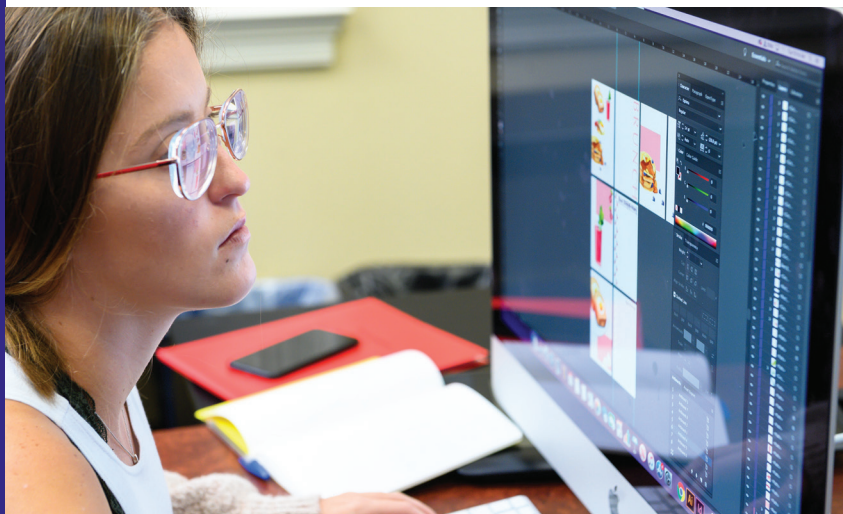
What can I do with this major?

The BFA degree prepares students as innovative professionals competing in a wide range of design-oriented fields. Graduates acquire proficiencies based around four primary foundation learning outcomes: Process, Thinking, Making, and Connecting. Topics explored include: designer as author, illustrator, and image maker; creative and critical thinking; design literacy; collaboration; communication through working with clients; and social responsibility. Through exploration in these topics, students create competitive portfolios to include literal, expressive, and experimental imagery. Students will engage in projects ranging from web design, branding campaigns, motions graphics, packaging design, and much more. Proficiency in Adobe Creative Suite is acquired through our Mac computer environment with large scale printers, Creative Innovation Lab, Tech Lab, lighting studio, and other tools for digital design.

- Graphic Designer
- Package Designer
- Layout Designer
- UX/UI/Web Designer
- Motion Graphics Designer
- Visual Communications Designer
- Pattern/Textile/Surface Designer
- Data Visualization
- Illustrator
- Sustainability Designer
- Identity and Brand Designer
- Environmental Designer
- Creative Director
- Logo Designer
- Art Director
- Freelance Designer

Degrees offered

- Bachelor of Fine Arts in Studio: Graphic Design
- Bachelor of Arts in Design Studies with concentration in Graphic Design
- Minors: Graphic Design, Photography, Studio Art



Opportunities unique to graphic design

- The Mac digital art lab with industry-leading hardware and equipment
- Faculty focus on a one-on-one approach to develop each student's artistic and expressive abilities
- Presentations and workshops from some of the leading artists and designers, including: Milton Glaser, Paula Scher, Theo Jansen, Art Chantry, Aaron Draplin, Bob Gill, Stacy Pearsall, MinaLima (Harry Potter Design Team), and Jose Galvez.
- A program committed to developing conceptual skills and technical know-how through creative and critical analysis of practical, historical and theoretical knowledge crucial to the understanding of art

Study abroad **opportunities** and **experiential learning** in graphic design

Annual NYC Trip - Students visit New York to tour Graphic Design studios and Agencies.

Grand Tour of Italy - "Drawing the Masters" is a Maymester program where students follow in the footsteps of the great artists of the Renaissance as well as experience contemporary art in the Venice Biennale. Students will complete a series of studio projects in Rome, Pompeii, Florence, Siena, and Venice.

Documentary Photography in Paris - Experience the streets of Paris through the lens of a camera and see what inspired photographer Eugene Atget.

The Creative Arts Fellows Program (CAF) - This program is a collaborative program between the College of Arts and Sciences and the School of Art and Design.

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Internships

Majors have opportunities available to them each semester in which they can participate and practice their craft. Most students elect to complete an internship while at HPU providing them with the opportunity to obtain valuable job relevant experience. Students have completed internships with:

- Artistic Apparel Company
- Brenner Children's Hospital
- Carson Dellosa Publishing
- Creative Services
- French Heritage LTD
- Fox Business Network
- Greenhill Center
- Hartford Magazine
- Marvel Comics
- Matthews Mobile Media
- NC Museum of Art
- Reynolda House
- Shetland and Company
- Walt Disney World

Outcomes

Graphic Design students have continued on to careers with well-known companies, such as:

- Pixar Studios - Emeryville, CA
- Belk - Charlotte, NC
- ESPN - Bristol, CN
- Rue Gilt Groupe - New York, NY
- Walt Disney World - Orlando, Fla.
- Spoonflower - Durham, NC
- Pinnacle Advertising - Boca Raton, Fla.
- KGI Design Group - New York, NY.
- LaForce + Stevens - New York, NY.
- Zimmerman Advertising - Fort Lauderdale, Fla.

Accreditation

High Point University is accredited by the National Association for Schools of Art and Design. NASAD is the premiere accreditation for Studio Art degrees. The best art schools in the country have achieved this rigorous accreditation.

Student Profiles in Graphic Design



Paxton Taylor

Paxton Taylor '19 founded Pax Studio upon graduation in Thomasville, NC. She was selected to rebrand the Thomasville City identity and works with clients from New York City to North Carolina.



Hannah DeBord

Hannah DeBord '19 is a Graphic Designer at Davis Ad Agency in Virginia Beach, VA. She works on various advertising campaigns, marketing and public relations.



Mike Crowley

Mike Crowley '19 is an Athletic Graphic Designer at College of the Holy Cross in Worcester, MA. He works on posters, collateral for sports related ephemera (passes, tickets and billboards).

Meet Michaela

Hometown: Havre de Grace, Maryland

Major: Graphic Design

Michaela Mucha currently collaborates enterprise-wide and with leading L.A. agencies on creative, production, and execution of print/digital marketing campaigns for numerous Disney+ Originals streaming movies and Walt Disney/Pixar Animation theatrical release movies. Materials include: key art, logos, nationwide outdoor, Disney+ in-service assets, in-theater materials, etc. Prior to her current position she utilized Disney intellectual property on various mediums and worked directly with ESPN, Marvel, and Pixar.



For more information about HPU's Graphic Design Program, contact: