

# Graphic & Experience Design (Bachelor)

The Graphic & Experience Design program is a part of the Department of Graphic and Industrial Design. The Graphic & Experience Design program awards a Bachelor of Graphic & Experience Design (BGXD), a professional degree, recognized by the American Institute of Graphic Arts (AIGA) and is accredited by the National Association of Schools of Art and Design (NASAD). The program blends user experience and user interface design (UX/UI) with traditional graphic design practices like branding, typography, service design, and exhibition design. Students create interfaces, digital products, brands, and environments that are embedded in larger experiences. Through project-based assignments, students acquire strong formal and conceptual skills framed by a human-centered approach. Upon entry to the program, students establish a comprehensive design foundation through sequenced core studios paired with specialized courses in typography, design systems, design history and design theory. Students then progress to advanced studios that enable in-depth exploration of special topics such as data visualization, branding, accessible design, and artificial intelligence. Students interact with organizations through these upper-level studios—often including sponsored studio projects—and through internships to gain experience working with clients and end-users.

## Plan Requirements

Code	Title	Hours
<b>Writing</b>		
ENG 101	Academic Writing and Research <sup>1</sup>	4
<b>Design Elective</b>		
GD 303	Graphic Design Theory and Practice <sup>1</sup>	3
GD 217	Typography and Technology <sup>1</sup>	3
GD 317	Typographic Language, Writing, and Reading <sup>1</sup>	3
GD 203	History of Graphic Design <sup>1</sup>	3
GD 417	Information and Publishing Design Systems <sup>1</sup>	3
Design History Elective (p. 1)		3
Design Electives (p. 1)		6
<b>Studio</b>		
D 100	Design Inquiry I: Methods and Processes	3
D 104	First Year Studio I	6
GD 201	Design, Context, and Experience <sup>1</sup>	6
GD 202	Designing for Settings, People, and Use <sup>1</sup>	6
GD 210	Image and Tech Tinkering <sup>1</sup>	6
GD 301	Branding, Interaction, and Service Design <sup>1</sup>	6
GD 400	Advanced Graphic Design Studio <sup>1</sup>	6
Advanced Studio Electives (p. 2) <sup>1</sup>		12
GD 401	Graphic Design Practicum <sup>1</sup>	3
<b>Mathematical Sciences</b>		
Mathematical Sciences Elective (p. 2)		6
<b>International Experience</b>		
International Experience (verify requirement) <sup>2</sup>		0
<b>General Education Program (GEP) Courses</b>		
GEP Humanities ( <a href="http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-humanities/">http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-humanities/</a> )		6

GEP Social Sciences ( <a href="http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-social-sciences/">http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-social-sciences/</a> )	6
GEP Natural Sciences ( <a href="http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-natural-sciences/">http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-natural-sciences/</a> )	7
GEP Health and Exercise Studies ( <a href="http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-health-exercise-studies/">http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-health-exercise-studies/</a> )	2
GEP Elective ( <a href="http://catalog.ncsu.edu/undergraduate/gep-category-requirements/">http://catalog.ncsu.edu/undergraduate/gep-category-requirements/</a> )	3
GEP Global Knowledge ( <a href="http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-global-knowledge/">http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-global-knowledge/</a> ) (verify requirement)	
GEP Foundations of American Democracy ( <a href="http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-fad/">http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-fad/</a> ) (verify requirement)	
World Language Proficiency ( <a href="http://catalog.ncsu.edu/undergraduate/gep-category-requirements/world-language-proficiency/">http://catalog.ncsu.edu/undergraduate/gep-category-requirements/world-language-proficiency/</a> ) (verify requirement)	
<b>Free Electives</b>	
Free Electives <sup>2</sup>	8
<b>Total Hours</b>	<b>120</b>

<sup>1</sup> A grade of C- or higher is required.

<sup>2</sup> Students should consult their academic advisors to determine which courses fill this requirement.

## Design History Electives

Code	Title	Hours
ARC 241	History of World Architecture	3
ARC 242	History of Western Architecture	3
HA 201	History of Art from Caves to the Renaissance	3
HA 202	History of Art From the Renaissance Through the 20th Century	3
HA 203	History of American Art	3
LAR 444	History of Landscape Architecture	3

## Design Electives

Code	Title	Hours
ADN 212	Photography I	3
ADN 219	Digital Imaging I	3
ADN 272	Introduction to Printing and Surface Design	3
ADN 273	Fibers Materials and Processes	3
ADN 281	Drawing I	3
ADN 312	Photography II	3
ADN 319	Animation I	3
ADN 384	Painting I	3
ADN 386	Sculpture I	3
ADN 414	Color and Light	3
ADN 419	Creative Technology Studio II	3
ADN 472	Advanced Surface Design	3
ADN 481	Drawing II	3
ADN 486	Sculpture II	3
ARC 162	An Introduction to Architecture	3
GD 492	Special Topics in Graphic Design	3
GD 494	Internship in Graphic Design	3

GD 495	Independent Study in Graphic Design	1-3
ID 292	Special Topics in Industrial Design	1-3
ID 492	Special Topics in Industrial Design	1-3
ID 494	Internship in Industrial Design	1-6
ID 495	Independent Study in Industrial Design	1-3
LAR 292	Special Topics in Landscape Architecture	1-3
LAR 492	Special Topics in Landscape Architecture	1-3

## Advanced Studio Electives

Code	Title	Hours
ADN 204	Media Arts, Design and Technology in Context	6
ADN 460	Creative Technology Studio III	6
ADN 470	Fibers and Surface Design Studio	6
ADN 480	Creative Technology Studio IV	6
ARC 401	Architectural Design: Urban	6
GD 400	Advanced Graphic Design Studio	6
GD 490	Graphic Design International Studio	6
ID 401	Advanced Industrial Design Studio I	6
ID 490	Industrial Design International Studio	6
LAR 200	Landscape Architecture Introductory Studio	6
LAR 400	Landscape Architecture Studio	6

## Mathematical Sciences Electives

Code	Title	Hours
GC 320	3D Spatial Relations	3
HON 291	Honors Special Topics-Mathematics	3
LOG 201	Logic	3
LOG 335	Symbolic Logic	3
MA 335	Symbolic Logic	3
PHI 250	Thinking Logically	3

## Semester Sequence

This is a sample.

### First Year

Fall Semester	Hours
D 100 Design Inquiry I: Methods and Processes	3
D 104 First Year Studio I	6
ENG 101 Academic Writing and Research	4
Mathematical Sciences Elective (p. 2)	3
<b>Hours</b>	<b>16</b>

### Spring Semester

GD 203 History of Graphic Design	3
GD 210 Image and Tech Tinkering	6
Mathematical Sciences Elective (p. 2)	3
GEP Humanities ( <a href="http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-humanities/">http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-humanities/</a> )	3
GEP Health and Exercise Studies ( <a href="http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-health-exercise-studies/">http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-health-exercise-studies/</a> )	1
<b>Hours</b>	<b>16</b>

### Second Year

#### Fall Semester

GD 201 Design, Context, and Experience	6
GD 217 Typography and Technology	3
GD 303 Graphic Design Theory and Practice	3
GEP Social Sciences ( <a href="http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-social-sciences/">http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-social-sciences/</a> )	3
<b>Hours</b>	<b>15</b>

#### Spring Semester

GD 202 Designing for Settings, People, and Use	6
GEP Social Sciences ( <a href="http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-social-sciences/">http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-social-sciences/</a> )	3
GD 317 Typographic Language, Writing, and Reading	3
GEP Humanities ( <a href="http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-humanities/">http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-humanities/</a> )	3
<b>Hours</b>	<b>15</b>

### Third Year

#### Fall Semester

GD 301 Branding, Interaction, and Service Design	6
GEP Health and Exercise Studies ( <a href="http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-health-exercise-studies/">http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-health-exercise-studies/</a> )	1
GD 417 Information and Publishing Design Systems	3
GEP Natural Sciences ( <a href="http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-natural-sciences/">http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-natural-sciences/</a> )	4
<b>Hours</b>	<b>14</b>

#### Spring Semester

GD 400 Advanced Graphic Design Studio	6
Design History Elective (p. 1)	3
Design Elective (p. 1)	3
GEP Natural Sciences ( <a href="http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-natural-sciences/">http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-natural-sciences/</a> )	3
<b>Hours</b>	<b>15</b>

### Fourth Year

#### Fall Semester

Advanced Studio Electives (p. 2)	6
GD 401 Graphic Design Practicum	3
Design Elective (p. 1)	3
GEP Elective ( <a href="http://catalog.ncsu.edu/undergraduate/gep-category-requirements/">http://catalog.ncsu.edu/undergraduate/gep-category-requirements/</a> )	3
<b>Hours</b>	<b>15</b>

#### Spring Semester

Advanced Studio Electives (p. 2)	6
Free Electives	8
<b>Hours</b>	<b>14</b>
<b>Total Hours</b>	<b>120</b>

\* Spring Semester of Junior Year or Fall Semester of Senior Year coursework may be taken at the Prague Institute or other approved international program to fulfill the department's International Experience Requirement (observing a six credit minimum workload). Summer coursework in industrial design or other College of Design major

(observing a rising Junior or above standing in home major) may also fulfill the International Experience Requirement (also observing a six credit minimum workload).

AIGA Career Guide (<http://www.aiga.org/guide-careerguide/>)

## Career Opportunities

### Career Titles

- Advertising Account Manager
- Advertising Agency Coordinator
- Art Appraiser
- Art Director
- Art Restorer
- Art, Drama, & Music Professors
- Cartoonist (Publications)
- Commercial Designer
- Exhibit Artist
- Graphic Designer
- Industrial Designer
- Multimedia Artists and Animators
- Package Designer
- Printer (Graphic Arts)
- Sales Representative (Graphic Arts)
- Sales Representative (Printed Advertising)
- Toy Designer
- Video Game Designer

### Learn More About Careers

NCCareers.org (<https://nccareers.org/>)

Explore North Carolina's central online resource for students, parents, educators, job seekers and career counselors looking for high quality job and career information.

Occupational Outlook Handbook (<https://www.bls.gov/ooh/>)

Browse the Occupational Outlook Handbook published by the Bureau of Labor Statistics to view state and area employment and wage statistics. You can also identify and compare similar occupations based on your interests.

Career One Stop Videos (<https://www.careeronestop.org/>)

View videos that provide career details and information on wages, employment trends, skills needed, and more for any occupation. Sponsored by the U.S. Department of Labor.

Focus 2 Career Assessment (<https://careers.dasa.ncsu.edu/explore-careers/career-assessments/>) (NC State student email address required)

This career, major and education planning system is available to current NC State students to learn about how your values, interests, competencies, and personality fit into the NC State majors and your future career. An NC State email address is required to create an account. Make an appointment with your career counselor (<https://careers.dasa.ncsu.edu/about/hours-appointments/>) to discuss the results.

Focus 2 Apply Assessment (<https://www.focus2career.com/Portal/Register.cfm?SID=1929>) (Available to prospective students)

A career assessment tool designed to support prospective students in exploring and choosing the right major and career path based on your unique personality, interests, skills and values. Get started with Focus 2 Apply and see how it can guide your journey at NC State.