



School of Graphic Arts

Bachelor of Science

GRAPHIC ARTS

WITH AN INFORMATION DESIGN EMPHASIS

PROGRAM LENGTH: 36 MONTHS



Help people get their message across through powerful information design

Employers need talented graphic designers who have the skills to present important information in the most effective way possible. As an information designer, your goal isn't simply to display your employer's message attractively or artistically. Your job is to help convey messages so that they can connect with the right audience at the right time and influence them to take action. With the right degree, you could get a better job in information design.

Program objectives

The bachelor of science in graphic arts with an emphasis in information design program prepares you for entry-level employment as a professional graphic designer specializing in effective communication techniques. Your program will teach you the fundamental principles of graphic design for print and digital applications.

With your degree, you may be eligible for employment in a variety of design-related settings, including advertising agencies, marketing firms, in-house creative teams, corporate art departments, and independent design studios. Or, you could even start a rewarding and lucrative career as a freelance graphic artist.

Why choose Independence University?

Independence University provides the degree you need for the life you want—on your terms and on your schedule. Our online learning model allows you the freedom to pursue your degree whenever and wherever it's most convenient for you.

Our degree programs are career-focused, without elective courses that you don't need or want. Complete your bachelor's degree in as few as 36 months!

IU is different from other online schools. We combine the student services and support you'd expect from a traditional, classroom-based university with the flexibility of online delivery, so you can get the ultra-personalized support you need from enrollment to graduation and beyond.

Skills gained

- Adobe design software:
 - InDesign®
 - Photoshop®
 - Illustrator®
 - Flash®
- Information design
- Universal design
- Page layout
- Digital photography
- Web design
- Logo and identity design
- Professional and technical communication
- Entrepreneurship
- New media marketing
- Internet commerce

Possible careers

- Technical or professional designer
- Web and mobile content developer
- Document manager
- Editor
- Social media creator
- Entrepreneur

For graduation rates, the median debt of students who completed the programs, and other data, visit independence.edu/student-information.

Independence University admits students of any race, color, and national or ethnic origin.

GRAPHIC ARTS

WITH AN INFORMATION DESIGN EMPHASIS

Course Name	Credits
Computer Fundamentals	3.5
Psychology of Motivation	4.0
Professional Development	4.0
Beginning Vector Illustration	3.0
Beginning Image Editing	3.0
Page Layout Tools	3.0
Graphic Design I	3.0
Typography	3.0
Print Production and Color Theory	3.0
Graphic Design II	3.0
Information Design I	3.0
Web Design I	3.0
Logo and Identity Design	3.0
Layout Design	3.0
Package Design	3.0
Digital Animation I	3.0
Portfolio Design	3.0
Advanced Color Theory	3.5
Intermediate Image Editing	3.0
Intermediate Vector Illustration	3.0
Graphic Design III	3.0

Course Name	Credits
Graphic Design Business Management	3.0
Advanced Logo Design	3.0
Advanced Package Design	3.0
Advanced Vector Illustration	3.0
Advanced Image Editing	3.0
Advanced Advertising Design	3.0
Digital Photography	3.0
Design Capstone Project	3.0
Entrepreneurship	4.0
Internet Commerce	4.0
Selling and Sales Management	4.0
Organizational Design and Change	4.0

General education courses:

Communication and Public Speaking	4.0
English Composition	4.0
Advanced Interpersonal Communication	4.0
Ethics	4.0
American Civilization	4.0
College Algebra	4.0
Critical Thinking	4.0

Course Name	Credits
Logic	4.0
Psychology	4.0
Sociology	4.0
World Cultures	4.0
Statistics	4.0

Information Design courses:

Color Theory	3.0
Professional and Technical Communication I	4.0
Technology in Communication	4.0
Professional and Technical Communication II	4.0
Information Design II	3.0
Universal Design	3.0
Introduction to New Media Marketing	4.0
Influence and Persuasion in Business	4.0

Total minimum number of credits: 183.0