INTERNATIONAL SCHOOL OF DESIGN AND ARCHITECTURE

Degree: BACHELOR IN DESIGN **Credits: 123**	**CURRICULUM** **Since: August 2018 (201901)**

Program: GRAPHIC DESIGN

Description: As a graphic designer, master the language of design, in both its visual and non-visual dimensions, and face new physical, technological, social, and cultural worlds. Graduates of the ISDA Graphic Design bachelor's program will be trained to judge appropriately the quality and effectiveness of design projects through the rigorous use of current thought in the field of design. As a Graphic Designer you can be a: Creative Director, Package Designer, Textile Designer, Corporate Identity Designer, Trademark Designer, Advertising Designer, Art Director and Printing Press Director.

Course Code	Course Title	Credits	Requisites
General Education Courses			
SPAN 152	Fundamentals of Reading and Writing	3	
SPAN 250	Writing Techniques	3	SPAN 152
SPAN 255	Research and Writing	3	SPAN 250
ENGL 152	Fundamentals of Reading and Writing	3	
ENGL 153	Advanced Communicative English	3	ENGL 152
ENGL 231	Research and Writing	3	ENGL 153
MATH 120	Elementary Algebra	3	
INSC 101	Integrated Sciences I	3	
HUMA 111	Civilizations and Universal Culture I	3	
SOSC 111**	Individual, Community, Government and Social Responsibility I	3	
		30	
Professional/Core Courses			
DESI 121	Drawing I	3	
DESI 315	Ethic and Legislation	3	MIN. 3RD YEAR
FSDE 105	Freshman Seminar	3	
ENTR 360	Entrepreneurship	3	MIN. 3RD YEAR
HIDE 100	History of Art	3	HUMA 111
HIDE 110	Representing the Culture: Art & Artifact 1500-1850	3	HIDE 100
HIDE 200	History of Design 1800-Today	3	HIDE 100
		21	
Specialization Courses			
DESI 285	Digital Photography	3	
GRAD 130	Image Studio: Black and White	3	
GRAD 131	Image Studio: Color	3	GRAD 130
GRAD 145	Communication Studio	3	GRAD 131
GRAD 105	Typography I	3	GRAD 130
GRAD 215	Typography II	3	GRAD 105

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Course Code	Course Title	Credits	Requisites
GRAD 202	Graphic Design Studio 1	6	GRAD 130
GRAD 210	Graphic Design Studio 2	6	GRAD 202, GRAD 145
GRAD 310	Graphic Design Studio 3	6	GRAD 210, WEDE 100
GRAD 320	Packaging Design	3	GRAD 215
GRAD 325	Video Editing	6	GRAD 210
GRAD 410	Senior Design Project I	6	GRAD 310
GRAD 420	Senior Design Project II	6	GRAD 410
GRAD 430	Portfolio Studio	3	GRAD 310
GRAD 440	Internship	3	GRAD 310
WEDE 100	Web Design and Graphics I	3	
WEDE 200	Web Design and Graphics II	3	WEDE 100
		69	
Elective Courses			
ELEC ___*	Elective	3	
		3	

Minimum GPA of 2.0 in all concentration courses / Minimum graduation GPA of 2.0

Rev. April 2018

*Students enrolled in the Minor in Entrepreneurship and Innovation have the following options for the elective course: DSGN 300 Product Development and Brand Strategy, INNO 303 Product Development, Prototyping and Idea Validation, or ENTR 401 Identification and Evaluation of Entrepreneurial Opportunities.

**Students enrolled in the Minor in Entrepreneurship and Innovation may substitute this course for IMEN 341 Accounting and Finance for Engineers or MANA 204 Business Law and Entrepreneurial.

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INTERNATIONAL SCHOOL OF DESIGN AND ARCHITECTURE

Degree: BACHELOR IN DESIGN	PLAN OF STUDY
Credits: 123	Since: August 2018 (201901)

Program: GRAPHIC DESIGN

Course Code	Course Title	Credits	Requisites
FIRST YEAR-FIRST SEMESTER			
GRAD 130	Image Studio: Black and White	3	
DESI 121	Drawing I	3	
FSDE 105	Freshman Seminar	3	
SPAN 152	Fundamentals of Reading and Writing	3	
MATH 120	Elementary Algebra	3	
		15	
FIRST YEAR-SECOND SEMESTER			
GRAD 131	Image Studio: Color	3	GRAD 130
GRAD 105	Typography I	3	GRAD 130
WEDE 100	Web Design and Graphics I	3	
ENGL 152	Fundamentals of Reading and Writing	3	
HUMA 111	Civilizations and Universal Culture I	3	
		15	
SECOND YEAR-FIRST SEMESTER			
GRAD 145	Communication Studio	3	GRAD 131
DESI 285	Digital Photography	3	
GRAD 215	Typography II	3	GRAD 105
HIDE 100	History of Art	3	HUMA 111
SPAN 250	Writing Techniques	3	SPAN 152
		15	
SECOND YEAR-SECOND SEMESTER			
GRAD 202	Graphic Design Studio 1	6	GRAD 130
WEDE 200	Web Design and Graphics II	3	WEDE 100
HIDE 110	Representing the Culture: Art & Artifact 1500-1850	3	HIDE 100
ENTR 360	Entrepreneurship	3	
		15	

VAA 2016

Course Code	Course Title	Credits	Requisites
THIRD YEAR-FIRST SEMESTER			
GRAD 210	Graphic Design Studio 2	6	GRAD 202, GRAD 145
GRAD 320	Packaging Design	3	GRAD 215
INSC 101	Integrated Sciences I	3	
ELEC ___*		3	
		15	
THIRD YEAR-SECOND SEMESTER			
GRAD 310	Graphic Design Studio 3	6	GRAD 210, WEDE 100
GRAD 325	Video Editing	6	GRAD 210
HIDE 200	History of Design 1800-Today	3	HIDE 100
SPAN 255	Research and Writing	3	SPAN 250
		18	
FOURTH YEAR-FIRST SEMESTER			
GRAD 410	Senior Design Project I	6	GRAD 310
GRAD 430	Portfolio Studio	3	GRAD 310
ENGL 153	Advance Communicative English	3	ENGL 152
SOSC 111**	Individual, Community, Government and Social Responsibility I	3	
		15	
FOURTH YEAR-SECOND SEMESTER			
GRAD 420	Senior Design Project II	6	GRAD 410
GRAD 440	Internship	3	GRAD 310
DESI 315	Ethic and Legislation	3	MIN. 3RD YEAR
ENGL 231	Research and Writing	3	ENGL 153
		15	

Minimum GPA of 2.0 in all concentration courses / Minimum graduation GPA of 2.0

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