GRAPHIC DESIGN ////

Y1

FA		SP	
AHSS 111	INTRODUCTION TO GLOBAL CITIZENSHIP & DIVERSITY	ART 112	DRAWING II
ART 121	DESIGN 2D	DSGN 110	CREATIVE THINKING
ART 122	DESIGN II COLOR	GDES 101	COMPUTER GRAPHICS
ART 111	DRAWING I	ENGL 101	COMPOSITION I (SGR #1)
SGR #6	NATURAL SCIENCE	SGR #6	NATURAL SCIENCE

Y2

FA		SP	
GDES 203	ANIMATION FOUNDATIONS I	GDES 207	INTERACTIVE DESIGN I
GDES 209	DESIGN RESEARCH	GDES 310	BRAND STRATEGY & IDENTITY DESIGN
GDES 216	TYPOGRAPHY	ARTH 212	HISTORY OF WORLD ART II
ARTH 211	HISTORY OF WORLD ART I	ENGL 201	COMPOSITION II (SGR #1)
SPCM 101	FUNDAMENTALS OF SPEECH	SGR #5	MATHEMATICS

Y3

FA		SP	
GDES 307	INTERACTIVE DESIGN II	GDES 304	MOTION GRAPHICS
GDES 402	PORTFOLIO DESIGN	GDES 410	DATA VISUALIZATION DESIGN
ARTH 312	HISTORY OF GRAPHIC DESIGN	ART/GDES	GRAPHIC DESIGN ELECTIVE
ART/GDES	GRAPHIC DESIGN ELECTIVE	SoD	CROSS DISCIPLINARY EXPERIENCE
SGR #3	SOCIAL SCIENCES/DIVERSITY	SGR #3	SOCIAL SCIENCES/DIVERSITY

Y4

FA		SP	
GDES 415	PUBLICATION DESIGN	GDES 417	UX & UI DESIGN
GDES 312	SUSTAINABLE PACKAGE DESIGN	ARTH 490	SEMINAR: HISTORY OF MODERN DESIGN
SoD	CROSS DISCIPLINARY EXPERIENCE	ART	ART STUDIO ELECTIVE
SGR #4	HUMANITIES/ART DIVERSITY	DSGN 452	SCHOOL OF DESIGN ELECTIVE ELECTIVES

SU

2nd YEAR		3rd YEAR	
GDES 482	TRAVEL STUDIES	GDES 401 OR GDES 494	PROFESSIONAL STUDIO PRACTICE OR INTERNSHIP

MINIMUM GPA

Graphic design students must maintain a major GPA of 2.6 and an overall GPA of 2.5 on a 4.0 scale for the duration of the program. A grade of a "C" or better is required in all ART, ARTE, ARTH, GDES, DSGN, LA, ARCH and ID courses.

*** Students are not limited to this plan; it is meant to be used as a guide for planning purposes in consultation with your advisor. The sample schedule is one possible path to completing your degree within four years.

*** Students from all academic majors can pursue graduation with Van D. and Barbara B. Fishback Honors College.

ELECTIVE OPTIONS

GDES 303 Animation Foundations II (Spring only)
ART 492 Topics: Letterpress (Spring only)
ART 492 Topics: Illustration (Spring only)
ART 492 Topics: Advanced Digital Photography (online F/S, p. ART 192 Topics: Digital Photography)
ART 492 Topics: Digital Art (online SU only)

*** more options are available depending on each semester

B.F.A. GRAPHIC DESIGN

The graphic design program at South Dakota State University provides a comprehensive visual communication experience, including mobile technology, interface design, user experience design, animation and motion graphics, sustainable packaging design, brand identity design, data visualization design and entrepreneurship. Graduates of the graphic design program will create professional portfolios, engage in real experiences working in industry, and have the opportunity to build strong connections with professionals nationally and internationally. SDSU graduates are prepared to work in almost any field imaginable.

AFFORDABLE PROFESSIONAL EDUCATION
Affordable

AVERAGE STARTING SALARY
$45,000

GRADUATE SCHOOL ACCEPTANCE
100%

PROFESSIONAL PRACTICE PROFESSORS
3 faculty

STUDENT TO FACULTY RATIO
25:1

JOB PLACEMENT RATE
98%

CURRICULUM

Students complete 86 credits in design studies with 33 credits of institutional requirements and additional electives to reach 120 credits needed for graduation. Graphic design majors qualify for a studio art minor as part of their normal degree progress. Students may also pursue minors/majors or additional coursework in advertising, entrepreneurial studies, computer science, animation and psychology.

INTERNSHIPS

Internships are available for enterprising students. The internship is designed not only for students to do great work with the opportunity to learn and grow, but also to experience the corporations' culture of connection, executive engagement and memorable events. As many corporations and design studios offer internship programs in the summer months, having several internship experiences has become mandatory for full-time graphic design positions. An internship is required in the graphic design program, and the experience will provide professional training, a better understanding of the job, confidence, a new perspective of industries and communication skills.

CAREERS

The SDSU graphic design program prepares students with a strong portfolio and hands-on industry experiences. Our alumni work in a variety of creative industries.

OUR ALUMNI WORK AT:

IBM, Disney, NBC Sports, Fame, Target, Colle+Mcvoy, Little & Company, Mono, Epicosity, Daktronics, Lawrence & Schiller, Fresh Produce, Lemonly, HenkinSchultz, Janus Et Cie, Sanford, VVI, Paulsen and many more.

FACULTY

Program Coordinator Graphic Design	**YOUNG AE KIM,** PH.D Associate Professor Emotional Design Researcher YoungAe.Kim@sdstate.edu
Film/Animation	**CABLE HARDIN,** MFA Professor Animator/Filmmaker Cable.Hardin@sdstate.edu
Graphic Design	**BEV KRUMM,** MFA Lecturer Professional Designer Beverly.Krumm@sdstate.edu

GRAPHIC DESIGN

SOUTH DAKOTA STATE UNIVERSITY
School of Design

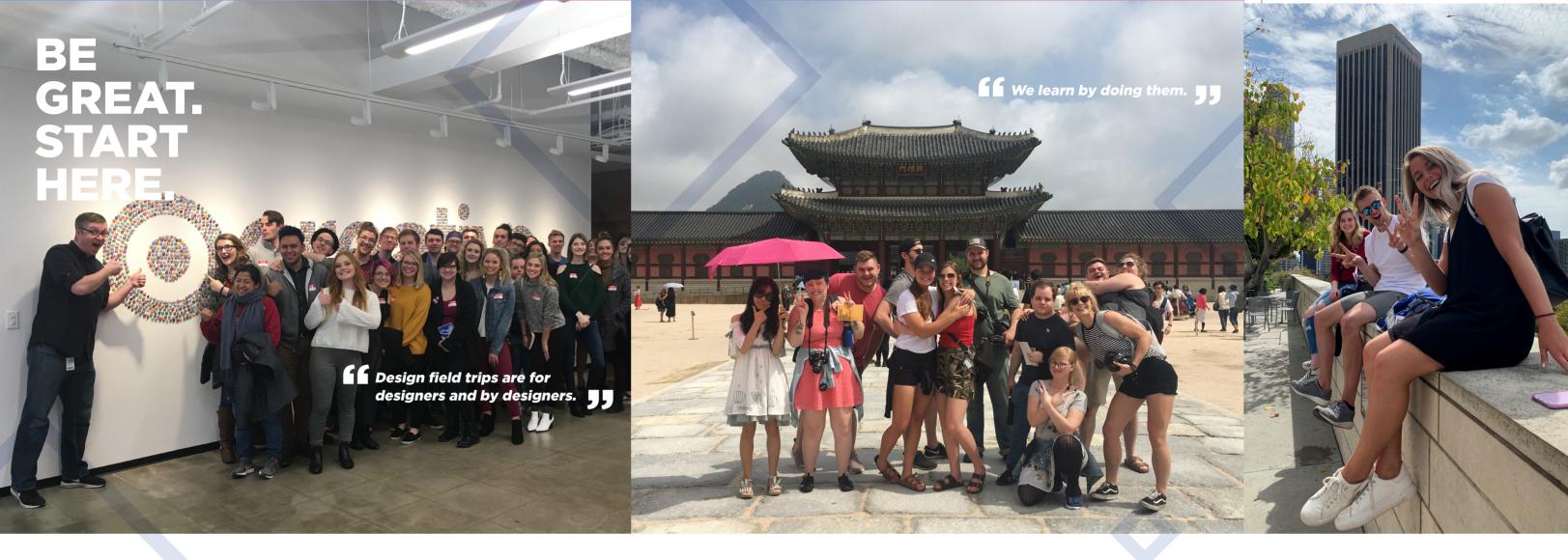## DESIGN POSSIBILITIES

BFA GRAPHIC DESIGN

SDSU
School of Design

SOUTH DAKOTA STATE UNIVERSITY
School of Design

BFA GRAPHIC DESIGN

SDSUGD   SDSUGD
SDSTATE.edu/School-Design/Graphic-Design
YOUNG AE KIM // YoungAe.Kim@SDState.edu

@SDSUGD #SDSUGD

BE GREAT. START HERE.

Design field trips are for designers and by designers.

"We learn by doing them."

MORE EXPERIENCES, MORE PREPARED.

The graphic design program has strong faculty in research and design practice. Faculty members have a wide range of industry connections and share those industry connections with students. We take frequent design field trips to iconic locations to explore cutting-edge design industries.

These experiences reinforce the importance of principles learned in the classroom and demonstrate the design process in a professional work environment. Students will learn about multiple avenues for continuing their design practice beyond their experience in the classrooms.

BENEFITS

- Bridges theory and practice
- Focus future goals by experiencing diverse design organizations and their cultures in design industries
- Enhance professional experiences
- Expand internship and employment opportunities
- Expand professional industry connections
- Cultivate a broader worldview

INDUSTRY CONNECTIONS

MINNEAPOLIS, MINNESOTA
Target, Mono, Six Speed, Morsekode, Little Co., Duffy, Imagine Studios, Studio MPLS, Imagehaus, Space 150

KANSAS CITY, MISSOURI
Hallmark, Whiskey Design, Willoughby Design, Designhaus, Design Ranch, Hammerpress, Blacktop, Pixel Lunch LLC

LOS ANGELES, CALIFORNIA
Hole Puch Design, Mueller Design, Visualab Design, Mad Mind Studios, Noahmedia, Ludlow Kingsley, Soulcake Los Angeles, Firebrain Inc.

NEW YORK, NEW YORK
Tank Design, Think Studio, Ideas on Purpose, Pentagram, Hyperakt, Segmeister, Pulse Creative, Point Five Design, Big Drop Inc.

CHICAGO, ILLINOIS
50,000feet, Thirst, Pivot Design, Studio Blue, Gensler, Bark Design, Multiple Inc., Leo Burnett, Seedhouse, Hartford Design Studio

DENVER, COLORADO
Studio Mast, Cast Iron Design, Matter Ltd., Design Dog Studio, Design Tree Studios, Faceless, ArtHouse Design

SIOUX FALLS, SOUTH DAKOTA
Lemonly, Fresh Produce, Lawrence & Schiller, Epicosity, HenkinSchultz, Made by Thaw, MJM Marketing

WORLD IS OUR CLASSROOM.

South Dakota State University is the largest university in the state. SDSU offers a rich academic experience and a comprehensive graphic design program by focusing on student-centered learning activities.

Access and inclusion are vital to our institution; we strive to provide an environment where innovative ideas and creative minds can thrive. SDSU is also home to more than 1,000 international students, which allows for vibrant cultural exchange in the classroom.

Across the university, travel studies have provided SDSU alumni, friends and family with exceptional educational travel journeys to more than 50 countries each year.

Each trip in the graphic design program is unique and defined by exclusive experiences that only SDSU graphic design travel studies can provide. Travel studies are an integral part of the graphic design curriculum, which enhance learning and prepare student designers to be globally competitive.

BENEFITS

- Understand diversity and inclusion
- Collaborate with other designers on international design competitions
- Enhance professional experiences
- Enhance resume and graduate school applications
- Expand professional industry connections
- Cultivate a broader worldview
- Become a global citizen
- Have fun!

FUTURE OF LEARNING

The graphic design program promotes experiential learning. Graphic design is a professional industry that requires creative competencies and communication skills. Travel experience bridges the gap between theory and practice, accelerates learning, increases engagement levels, produces demonstrable mindset changes, and delivers exceptional return on investment.

DESTINATIONS

Seoul, South Korea	Hlsinki, Finland
Tokyo, Japan	Rome, Italy
Beijing and Hong Kong, China	New York, New York
Toronto and Vancouver, Canada	Chicago, Illinois
Copenhagen, Denmark	Los Angeles, California
Delhi, India	Las Vegas, Nevada
London, England	Portland, Oregon

DESIGN FOR THE WORLD.

AIGA STUDENT GROUP AT SDSU

AIGA is the oldest and largest professional membership organization for design—with more than 70 chapters and more than 18,000 members—in the world. AIGA advances design as a professional craft, strategic advantage and vital cultural force. SDSU AIGA Student Group provides an opportunity for training future state chapter officers and instills a sense of responsibility toward the organization.

The student group gets involved in the local design community, creates a community of their own and helps build leadership skills that will be valuable as they move into the professional world.

BENEFITS

- Advocate for an understanding of the value of design
- Enhance professional development
- Inspire designers by sharing pressing issues
- Host robust events, programming and initiatives
- Define global standards and ethical practices
- Make powerful tools and resources accessible to all

GRAPHIC DESIGN

MAJOR MAP
4-YEAR COMPLETION GUIDE
2020-2021 SAMPLE PLAN
**MUST MAINTAIN AT LEAST AN OVERALL GPA 2.6 ON A 4.0 SCALE.
**A GRADE OF A "C" OR BETTER IS REQUIRED IN ALL SCHOOL OF DESIGN COURSES.

Y1

FA		SP	
AHSS 111	INTRODUCTION TO GLOBAL CITIZENSHIP & DIVERSITY	ART 112	DRAWING II
ART 121	DESIGN 2D	DSGN 110	CREATIVE THINKING
ART 122	DESIGN II COLOR	GDES 101	COMPUTER GRAPHICS
ART 111	DRAWING I	ENGL 101	COMPOSITION I (SGR #1)
SGR #6	NATURAL SCIENCE	SGR #6	NATURAL SCIENCE

Y2

FA		SP	
GDES 203	ANIMATION FOUNDATIONS I	GDES 207	INTERACTIVE DESIGN I
GDES 209	DESIGN RESEARCH	GDES 310	BRAND STRATEGY & IDENTITY DESIGN
GDES 216	TYPOGRAPHY	ARTH 212	HISTORY OF WORLD ART II
ARTH 211	HISTORY OF WORLD ART I	ENGL 201	COMPOSITION II (SGR #1)
SPCM 101	FUNDAMENTALS OF SPEECH	SGR #5	MATHEMATICS

Y3

FA		SP	
GDES 307	INTERACTIVE DESIGN II	GDES 304	MOTION GRAPHICS
GDES 402	PORTFOLIO DESIGN	GDES 410	DATA VISUALIZATION DESIGN
ARTH 312	HISTORY OF GRAPHIC DESIGN	ART/GDES	GRAPHIC DESIGN ELECTIVE
ART/GDES	GRAPHIC DESIGN ELECTIVE	SoD	CROSS DISCIPLINARY EXPERIENCE
SGR #3	SOCIAL SCIENCES/DIVERSITY	SGR #3	SOCIAL SCIENCES/DIVERSITY

Y4

FA		SP	
GDES 415	PUBLICATION DESIGN	GDES 417	UX & UI DESIGN
GDES 312	SUSTAINABLE PACKAGE DESIGN	ARTH 490	SEMINAR: HISTORY OF MODERN DESIGN
SoD	CROSS DISCIPLINARY EXPERIENCE	ART	ART STUDIO ELECTIVE
SGR #4	HUMANITIES/ART DIVERSITY	DSGN 452	SCHOOL OF DESIGN ELECTIVE ELECTIVES

SU

2nd YEAR		3rd YEAR	
GDES 482	TRAVEL STUDIES	GDES 401 OR GDES 494	PROFESSIONAL STUDIO PRACTICE OR INTERNSHIP

MINIMUM GPA

Graphic design students must maintain a major GPA of 2.6 and an overall GPA of 2.5 on a 4.0 scale for the duration of the program. A grade of a "C" or better is required in all ART, ARTE, ARTH, GDES, DSGN, LA, ARCH and ID courses.

*** Students are not limited to this plan; it is meant to be used as a guide for planning purposes in consultation with your advisor. The sample schedule is one possible path to completing your degree within four years.

*** Students from all academic majors can pursue graduation with Van D. and Barbara B. Fishback Honors College.

ELECTIVE OPTIONS

GDES 303 Animation Foundations II (Spring only)
ART 492 Topics: Letterpress (Spring only)
ART 492 Topics: Illustration (Spring only)
ART 492 Topics: Advanced Digital Photography (online F/S, p. ART 192 Topics: Digital Photography)
ART 492 Topics: Digital Art (online SU only)

*** more options are available depending on each semester

B.F.A. GRAPHIC DESIGN

The graphic design program at South Dakota State University provides a comprehensive visual communication experience, including mobile technology, interface design, user experience design, animation and motion graphics, sustainable packaging design, brand identity design, data visualization design and entrepreneurship. Graduates of the graphic design program will create professional portfolios, engage in real experiences working in industry, and have the opportunity to build strong connections with professionals nationally and internationally. SDSU graduates are prepared to work in almost any field imaginable.

AFFORDABLE PROFESSIONAL EDUCATION	AVERAGE STARTING SALARY
Affordable	**$45,000**

GRADUATE SCHOOL ACCEPTANCE	PROFESSIONAL PRACTICE PROFESSORS
100%	**3 faculty**

STUDENT TO FACULTY RATIO	JOB PLACEMENT RATE
25:1	**98%**

CURRICULUM

Students complete 86 credits in design studies with 33 credits of institutional requirements and additional electives to reach 120 credits needed for graduation. Graphic design majors qualify for a studio art minor as part of their normal degree progress. Students may also pursue minors/majors or additional coursework in advertising, entrepreneurial studies, computer science, animation and psychology.

INTERNSHIPS

Internships are available for enterprising students. The internship is designed not only for students to do great work with the opportunity to learn and grow, but also to experience the corporations' culture of connection, executive engagement and memorable events. As many corporations and design studios offer internship programs in the summer months, having several internship experiences has become mandatory for full-time graphic design positions. An internship is required in the graphic design program, and the experience will provide professional training, a better understanding of the job, confidence, a new perspective of industries and communication skills.

CAREERS

The SDSU graphic design program prepares students with a strong portfolio and hands-on industry experiences. Our alumni work in a variety of creative industries.

OUR ALUMNI WORK AT:

IBM, Disney, NBC Sports, Fame, Target, Colle+Mcvoy, Little & Company, Mono, Epicosity, Daktronics, Lawrence & Schiller, Fresh Produce, Lemonly, HenkinSchultz, Janus Et Cie, Sanford, VVI, Paulsen and many more.

FACULTY

Program Coordinator Graphic Design	**YOUNG AE KIM,** PH.D Associate Professor Emotional Design Researcher YoungAe.Kim@sdstate.edu
Film/Animation	**CABLE HARDIN,** MFA Professor Animator/Filmmaker Cable.Hardin@sdstate.edu
Graphic Design	**BEV KRUMM,** MFA Lecturer Professional Designer Beverly.Krumm@sdstate.edu

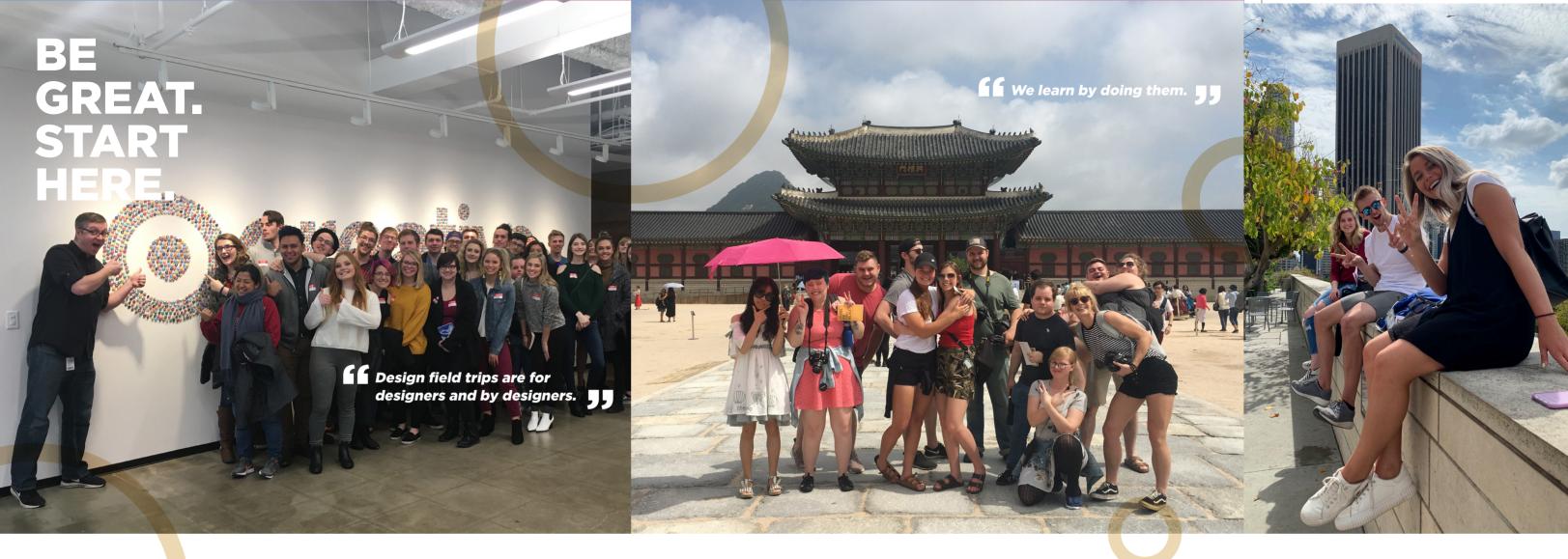## GRAPHIC DESIGN

SOUTH DAKOTA STATE UNIVERSITY

DESIGN DIFFERENTLY

BFA GRAPHIC DESIGN

SDSU School of Design

SOUTH DAKOTA STATE UNIVERSITY
School of Design

BFA GRAPHIC DESIGN

SDSUGD
SDSUGD
SDSTATE.edu/School-Design/Graphic-Design
YOUNG AE KIM // YoungAe.Kim@SDState.edu

@SDSUGD #SDSUGD

BE GREAT. START HERE.

"Design field trips are for designers and by designers."

"We learn by doing them."

MORE EXPERIENCES, MORE PREPARED.

The graphic design program has strong faculty in research and design practice. Faculty members have a wide range of industry connections and share those industry connections with students. We take frequent design field trips to iconic locations to explore cutting-edge design industries.

These experiences reinforce the importance of principles learned in the classroom and demonstrate the design process in a professional work environment. Students will learn about multiple avenues for continuing their design practice beyond their experience in the classrooms.

BENEFITS

- Bridges theory and practice
- Focus future goals by experiencing diverse design organizations and their cultures in design industries
- Enhance professional experiences
- Expand internship and employment opportunities
- Expand professional industry connections
- Cultivate a broader worldview

INDUSTRY CONNECTIONS

MINNEAPOLIS, MINNESOTA
Target, Mono, Six Speed, Morsekode, Little Co., Duffy, Imagine Studios, Studio MPLS, Imagehaus, Space 150

KANSAS CITY, MISSOURI
Hallmark, Whiskey Design, Willoughby Design, Designhaus, Design Ranch, Hammerpress, Blacktop, Pixel Lunch LLC

LOS ANGELES, CALIFORNIA
Hole Puch Design, Mueller Design, Visualab Design, Mad Mind Studios, Noahmedia, Ludlow Kingsley, Soulcake Los Angeles, Firebrain Inc.

NEW YORK, NEW YORK
Tank Design, Think Studio, Ideas on Purpose, Pentagram, Hyperakt, Segmeister, Pulse Creative, Point Five Design, Big Drop Inc.

CHICAGO, ILLINOIS
50,000feet, Thirst, Pivot Design, Studio Blue, Gensler, Bark Design, Multiple Inc., Leo Burnett, Seedhouse, Hartford Design Studio

DENVER, COLORADO
Studio Mast, Cast Iron Design, Matter Ltd., Design Dog Studio, Design Tree Studios, Faceless, ArtHouse Design

SIOUX FALLS, SOUTH DAKOTA
Lemonly, Fresh Produce, Lawrence & Schiller, Epicosity, HenkinSchultz, Made by Thaw, MJM Marketing

WORLD IS OUR CLASSROOM.

South Dakota State University is the largest university in the state. SDSU offers a rich academic experience and a comprehensive graphic design program by focusing on student-centered learning activities.

Access and inclusion are vital to our institution; we strive to provide an environment where innovative ideas and creative minds can thrive. SDSU is also home to more than 1,000 international students, which allows for vibrant cultural exchange in the classroom.

Across the university, travel studies have provided SDSU alumni, friends and family with exceptional educational travel journeys to more than 50 countries each year.

Each trip in the graphic design program is unique and defined by exclusive experiences that only SDSU graphic design travel studies can provide. Travel studies are an integral part of the graphic design curriculum, which enhance learning and prepare student designers to be globally competitive.

BENEFITS

- Understand diversity and inclusion
- Collaborate with other designers on international design competitions
- Enhance professional experiences
- Enhance resume and graduate school applications
- Expand professional industry connections
- Cultivate a broader worldview
- Become a global citizen
- Have fun!

FUTURE OF LEARNING

The graphic design program promotes experiential learning. Graphic design is a professional industry that requires creative competencies and communication skills. Travel experience bridges the gap between theory and practice, accelerates learning, increases engagement levels, produces demonstrable mindset changes, and delivers exceptional return on investment.

DESTINATIONS

Seoul, South Korea
Tokyo, Japan
Beijing and Hong Kong, China
Toronto and Vancouver, Canada
Copenhagen, Denmark
Delhi, India
London, England

Hlsinki, Finland
Rome, Italy
New York, New York
Chicago, Illinois
Los Angeles, California
Las Vegas, Nevada
Portland, Oregon

DESIGN FOR THE WORLD.

AIGA STUDENT GROUP AT SDSU
AIGA is the oldest and largest professional membership organization for design—with more than 70 chapters and more than 18,000 members—in the world. AIGA advances design as a professional craft, strategic advantage and vital cultural force. SDSU AIGA Student Group provides an opportunity for training future state chapter officers and instills a sense of responsibility toward the organization.

The student group gets involved in the local design community, creates a community of their own and helps build leadership skills that will be valuable as they move into the professional world.

BENEFITS

- Advocate for an understanding of the value of design
- Enhance professional development
- Inspire designers by sharing pressing issues
- Host robust events, programming and initiatives
- Define global standards and ethical practices
- Make powerful tools and resources accessible to all

GRAPHIC DESIGN

Y1

FA

AHSS 111	INTRODUCTION TO GLOBAL CITIZENSHIP & DIVERSITY
ART 121	DESIGN 2D
ART 122	DESIGN II COLOR
ART 111	DRAWING I
SGR #6	NATURAL SCIENCE

SP

ART 112	DRAWING II
DSGN 110	CREATIVE THINKING
GDES 101	COMPUTER GRAPHICS
ENGL 101	COMPOSITION I (SGR #1)
SGR #6	NATURAL SCIENCE

Y2

FA

GDES 203	ANIMATION FOUNDATIONS I
GDES 209	DESIGN RESEARCH
GDES 216	TYPOGRAPHY
ARTH 211	HISTORY OF WORLD ART I
SPCM 101	FUNDAMENTALS OF SPEECH

SP

GDES 207	INTERACTIVE DESIGN I
GDES 310	BRAND STRATEGY & IDENTITY DESIGN
ARTH 212	HISTORY OF WORLD ART II
ENGL 201	COMPOSITION II (SGR #1)
SGR #5	MATHEMATICS

Y3

FA

GDES 307	INTERACTIVE DESIGN II
GDES 402	PORTFOLIO DESIGN
ARTH 312	HISTORY OF GRAPHIC DESIGN
ART/GDES	GRAPHIC DESIGN ELECTIVE
SGR #3	SOCIAL SCIENCES/DIVERSITY

SP

GDES 304	MOTION GRAPHICS
GDES 410	DATA VISUALIZATION DESIGN
ART/GDES	GRAPHIC DESIGN ELECTIVE
SoD	CROSS DISCIPLINARY EXPERIENCE
SGR #3	SOCIAL SCIENCES/DIVERSITY

Y4

FA

GDES 415	PUBLICATION DESIGN
GDES 312	SUSTAINABLE PACKAGE DESIGN
SoD	CROSS DISCIPLINARY EXPERIENCE
SGR #4	HUMANITIES/ART DIVERSITY

SP

GDES 417	UX & UI DESIGN
ARTH 490	SEMINAR: HISTORY OF MODERN DESIGN
ART	ART STUDIO ELECTIVE
DSGN 452	SCHOOL OF DESIGN ELECTIVE ELECTIVES

SU

2nd YEAR

GDES 482	TRAVEL STUDIES

3rd YEAR

GDES 401 OR GDES 494	PROFESSIONAL STUDIO PRACTICE OR INTERNSHIP

MINIMUM GPA

Graphic design students must maintain a major GPA of 2.6 and an overall GPA of 2.5 on a 4.0 scale for the duration of the program. A grade of a "C" or better is required in all ART, ARTE, ARTH, GDES, DSGN, LA, ARCH and ID courses.

*** Students are not limited to this plan; it is meant to be used as a guide for planning purposes in consultation with your advisor. The sample schedule is one possible path to completing your degree within four years.

*** Students from all academic majors can pursue graduation with Van D. and Barbara B. Fishback Honors College.

ELECTIVE OPTIONS

GDES 303 Animation Foundations II (Spring only)
ART 492 Topics: Letterpress (Spring only)
ART 492 Topics: Illustration (Spring only)
ART 492 Topics: Advanced Digital Photography (online F/S, p. ART 192 Topics: Digital Photography)
ART 492 Topics: Digital Art (online SU only)

*** more options are available depending on each semester

B.F.A. GRAPHIC DESIGN

The graphic design program at South Dakota State University provides a comprehensive visual communication experience, including mobile technology, interface design, user experience design, animation and motion graphics, sustainable packaging design, brand identity design, data visualization design and entrepreneurship. Graduates of the graphic design program will create professional portfolios, engage in real experiences working in industry, and have the opportunity to build strong connections with professionals nationally and internationally. SDSU graduates are prepared to work in almost any field imaginable.

AFFORDABLE PROFESSIONAL EDUCATION	**AVERAGE STARTING SALARY**
Affordable	$45,000
GRADUATE SCHOOL ACCEPTANCE	**PROFESSIONAL PRACTICE PROFESSORS**
100%	3 faculty
STUDENT TO FACULTY RATIO	**JOB PLACEMENT RATE**
25:1	98%

CURRICULUM

Students complete 86 credits in design studies with 33 credits of institutional requirements and additional electives to reach 120 credits needed for graduation. Graphic design majors qualify for a studio art minor as part of their normal degree progress. Students may also pursue minors/majors or additional coursework in advertising, entrepreneurial studies, computer science, animation and psychology.

INTERNSHIPS

Internships are available for enterprising students. The internship is designed not only for students to do great work with the opportunity to learn and grow, but also to experience the corporations' culture of connection, executive engagement and memorable events. As many corporations and design studios offer internship programs in the summer months, having several internship experiences has become mandatory for full-time graphic design positions. An internship is required in the graphic design program, and the experience will provide professional training, a better understanding of the job, confidence, a new perspective of industries and communication skills.

CAREERS

The SDSU graphic design program prepares students with a strong portfolio and hands-on industry experiences. Our alumni work in a variety of creative industries.

OUR ALUMNI WORK AT:

IBM, Disney, NBC Sports, Fame, Target, Colle+Mcvoy, Little & Company, Mono, Epicosity, Daktronics, Lawrence & Schiller, Fresh Produce, Lemonly, HenkinSchultz, Janus Et Cie, Sanford, VVI, Paulsen and many more.

FACULTY

Program Coordinator Graphic Design	**YOUNG AE KIM,** PH.D Associate Professor Emotional Design Researcher YoungAe.Kim@sdstate.edu
Film/Animation	**CABLE HARDIN,** MFA Professor Animator/Filmmaker Cable.Hardin@sdstate.edu
Graphic Design	**BEV KRUMM,** MFA Lecturer Professional Designer Beverly.Krumm@sdstate.edu

---

GRAPHIC DESIGN

SOUTH DAKOTA STATE UNIVERSITY
School of Design

DESIGN INNOVATION

BFA GRAPHIC DESIGN

SDSU School of Design

SOUTH DAKOTA STATE UNIVERSITY
School of Design

BFA GRAPHIC DESIGN

SDSUGD   SDSUGD
SDSTATE.edu/School-Design/Graphic-Design
YOUNG AE KIM // YoungAe.Kim@SDState.edu

@SDSUGD #SDSUGD

BE GREAT. START HERE.

> " *Design field trips are for designers and by designers.* "

> " *We learn by doing them.* "
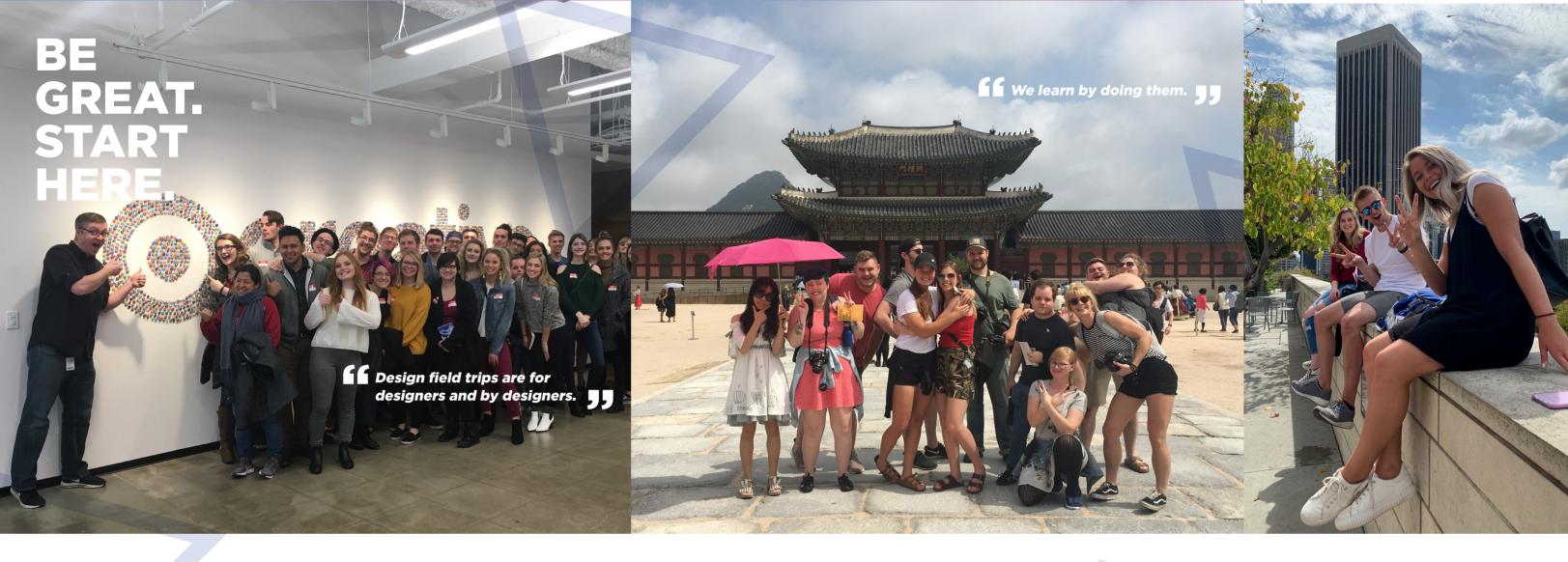
MORE EXPERIENCES, MORE PREPARED.

The graphic design program has strong faculty in research and design practice. Faculty members have a wide range of industry connections and share those industry connections with students. We take frequent design field trips to iconic locations to explore cutting-edge design industries.

These experiences reinforce the importance of principles learned in the classroom and demonstrate the design process in a professional work environment. Students will learn about multiple avenues for continuing their design practice beyond their experience in the classrooms.

BENEFITS
- Bridges theory and practice
- Focus future goals by experiencing diverse design organizations and their cultures in design industries
- Enhance professional experiences
- Expand internship and employment opportunities
- Expand professional industry connections
- Cultivate a broader worldview

INDUSTRY CONNECTIONS

MINNEAPOLIS, MINNESOTA
Target, Mono, Six Speed, Morsekode, Little Co., Duffy, Imagine Studios, Studio MPLS, Imagehaus, Space 150

KANSAS CITY, MISSOURI
Hallmark, Whiskey Design, Willoughby Design, Designhaus, Design Ranch, Hammerpress, Blacktop, Pixel Lunch LLC

LOS ANGELES, CALIFORNIA
Hole Puch Design, Mueller Design, Visualab Design, Mad Mind Studios, Noahmedia, Ludlow Kingsley, Soulcake Los Angeles, Firebrain Inc.

NEW YORK, NEW YORK
Tank Design, Think Studio, Ideas on Purpose, Pentagram, Hyperakt, Segmeister, Pulse Creative, Point Five Design, Big Drop Inc.

CHICAGO, ILLINOIS
50,000feet, Thirst, Pivot Design, Studio Blue, Gensler, Bark Design, Multiple Inc., Leo Burnett, Seedhouse, Hartford Design Studio

DENVER, COLORADO
Studio Mast, Cast Iron Design, Matter Ltd., Design Dog Studio, Design Tree Studios, Faceless, ArtHouse Design

SIOUX FALLS, SOUTH DAKOTA
Lemonly, Fresh Produce, Lawrence & Schiller, Epicosity, HenkinSchultz, Made by Thaw, MJM Marketing

WORLD IS OUR CLASSROOM.

South Dakota State University is the largest university in the state. SDSU offers a rich academic experience and a comprehensive graphic design program by focusing on student-centered learning activities.

Access and inclusion are vital to our institution; we strive to provide an environment where innovative ideas and creative minds can thrive. SDSU is also home to more than 1,000 international students, which allows for vibrant cultural exchange in the classroom.

Across the university, travel studies have provided SDSU alumni, friends and family with exceptional educational travel journeys to more than 50 countries each year.

Each trip in the graphic design program is unique and defined by exclusive experiences that only SDSU graphic design travel studies can provide. Travel studies are an integral part of the graphic design curriculum, which enhance learning and prepare student designers to be globally competitive.

BENEFITS
- Understand diversity and inclusion
- Collaborate with other designers on international design competitions
- Enhance professional experiences
- Enhance resume and graduate school applications
- Expand professional industry connections
- Cultivate a broader worldview
- Become a global citizen
- Have fun!

FUTURE OF LEARNING
The graphic design program promotes experiential learning. Graphic design is a professional industry that requires creative competencies and communication skills. Travel experience bridges the gap between theory and practice, accelerates learning, increases engagement levels, produces demonstrable mindset changes, and delivers exceptional return on investment.

DESTINATIONS

Seoul, South Korea
Tokyo, Japan
Beijing and Hong Kong, China
Toronto and Vancouver, Canada
Copenhagen, Denmark
Delhi, India
London, England

Hlsinki, Finland
Rome, Italy
New York, New York
Chicago, Illinois
Los Angeles, California
Las Vegas, Nevada
Portland, Oregon

DESIGN FOR THE WORLD.

AIGA STUDENT GROUP AT SDSU
AIGA is the oldest and largest professional membership organization for design—with more than 70 chapters and more than 18,000 members—in the world. AIGA advances design as a professional craft, strategic advantage and vital cultural force. SDSU AIGA Student Group provides an opportunity for training future state chapter officers and instills a sense of responsibility toward the organization.

The student group gets involved in the local design community, creates a community of their own and helps build leadership skills that will be valuable as they move into the professional world.

BENEFITS
- Advocate for an understanding of the value of design
- Enhance professional development
- Inspire designers by sharing pressing issues
- Host robust events, programming and initiatives
- Define global standards and ethical practices
- Make powerful tools and resources accessible to all

GRAPHIC DESIGN

Y1

FA
AHSS 111	INTRODUCTION TO GLOBAL CITIZENSHIP & DIVERSITY
ART 121	DESIGN 2D
ART 122	DESIGN II COLOR
ART 111	DRAWING I
SGR #6	NATURAL SCIENCE

SP
ART 112	DRAWING II
DSGN 110	CREATIVE THINKING
GDES 101	COMPUTER GRAPHICS
ENGL 101	COMPOSITION I (SGR #1)
SGR #6	NATURAL SCIENCE

Y2

FA
GDES 203	ANIMATION FOUNDATIONS I
GDES 209	DESIGN RESEARCH
GDES 216	TYPOGRAPHY
ARTH 211	HISTORY OF WORLD ART I
SPCM 101	FUNDAMENTALS OF SPEECH

SP
GDES 207	INTERACTIVE DESIGN I
GDES 310	BRAND STRATEGY & IDENTITY DESIGN
ARTH 212	HISTORY OF WORLD ART II
ENGL 201	COMPOSITION II (SGR #1)
SGR #5	MATHEMATICS

Y3

FA
GDES 307	INTERACTIVE DESIGN II
GDES 402	PORTFOLIO DESIGN
ARTH 312	HISTORY OF GRAPHIC DESIGN
ART/GDES	GRAPHIC DESIGN ELECTIVE
SGR #3	SOCIAL SCIENCES/DIVERSITY

SP
GDES 304	MOTION GRAPHICS
GDES 410	DATA VISUALIZATION DESIGN
ART/GDES	GRAPHIC DESIGN ELECTIVE
SoD	CROSS DISCIPLINARY EXPERIENCE
SGR #3	SOCIAL SCIENCES/DIVERSITY

Y4

FA
GDES 415	PUBLICATION DESIGN
GDES 312	SUSTAINABLE PACKAGE DESIGN
SoD	CROSS DISCIPLINARY EXPERIENCE
SGR #4	HUMANITIES/ART DIVERSITY

SP
GDES 417	UX & UI DESIGN
ARTH 490	SEMINAR: HISTORY OF MODERN DESIGN
ART	ART STUDIO ELECTIVE
DSGN 452	SCHOOL OF DESIGN ELECTIVE ELECTIVES

SU

2nd YEAR
GDES 482	TRAVEL STUDIES

3rd YEAR
GDES 401 OR GDES 494	PROFESSIONAL STUDIO PRACTICE OR INTERNSHIP

MINIMUM GPA

Graphic design students must maintain a major GPA of 2.6 and an overall GPA of 2.5 on a 4.0 scale for the duration of the program. A grade of a "C" or better is required in all ART, ARTE, ARTH, GDES, DSGN, LA, ARCH and ID courses.

*** Students are not limited to this plan; it is meant to be used as a guide for planning purposes in consultation with your advisor. The sample schedule is one possible path to completing your degree within four years.

*** Students from all academic majors can pursue graduation with Van D. and Barbara B. Fishback Honors College.

ELECTIVE OPTIONS

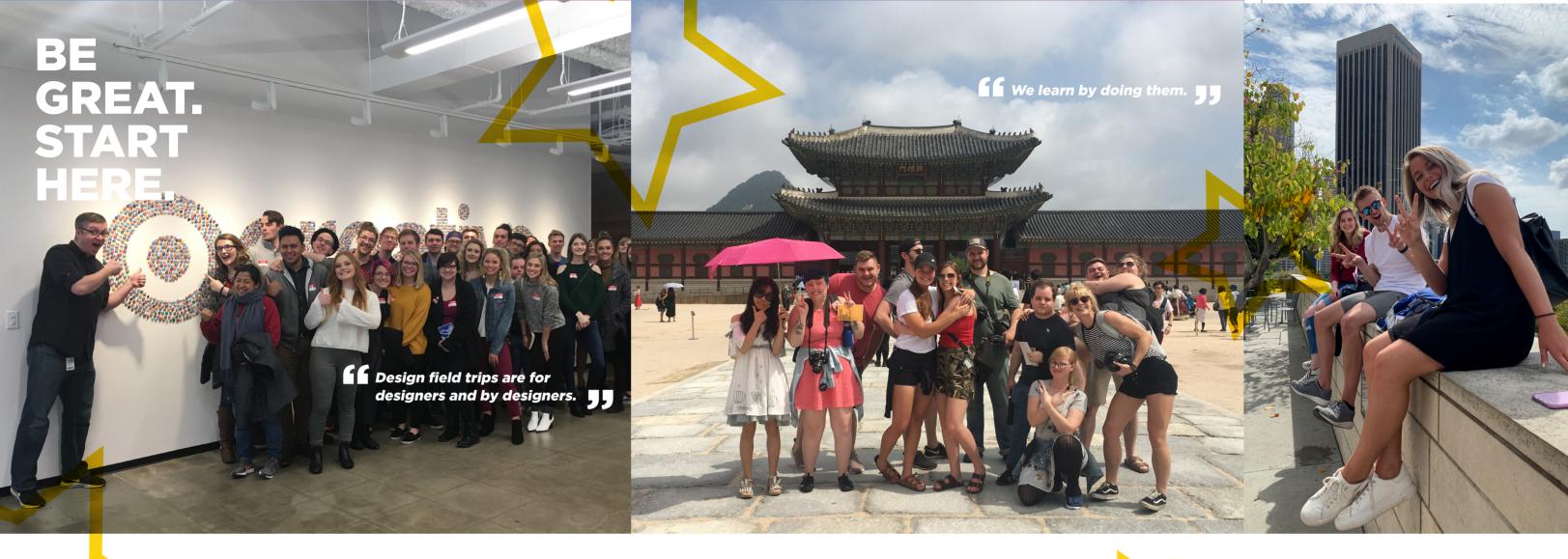GDES 303 Animation Foundations II (Spring only)
ART 492 Topics: Letterpress (Spring only)
ART 492 Topics: Illustration (Spring only)
ART 492 Topics: Advanced Digital Photography (online F/S, p. ART 192 Topics: Digital Photography)
ART 492 Topics: Digital Art (online SU only)

*** more options are available depending on each semester

B.F.A. GRAPHIC DESIGN

The graphic design program at South Dakota State University provides a comprehensive visual communication experience, including mobile technology, interface design, user experience design, animation and motion graphics, sustainable packaging design, brand identity design, data visualization design and entrepreneurship. Graduates of the graphic design program will create professional portfolios, engage in real experiences working in industry, and have the opportunity to build strong connections with professionals nationally and internationally. SDSU graduates are prepared to work in almost any field imaginable.

AFFORDABLE PROFESSIONAL EDUCATION
Affordable

AVERAGE STARTING SALARY
$45,000

GRADUATE SCHOOL ACCEPTANCE
100%

PROFESSIONAL PRACTICE PROFESSORS
3 faculty

STUDENT TO FACULTY RATIO
25:1

JOB PLACEMENT RATE
98%

CURRICULUM

Students complete 86 credits in design studies with 33 credits of institutional requirements and additional electives to reach 120 credits needed for graduation. Graphic design majors qualify for a studio art minor as part of their normal degree progress. Students may also pursue minors/majors or additional coursework in advertising, entrepreneurial studies, computer science, animation and psychology.

INTERNSHIPS

Internships are available for enterprising students. The internship is designed not only for students to do great work with the opportunity to learn and grow, but also to experience the corporations' culture of connection, executive engagement and memorable events. As many corporations and design studios offer internship programs in the summer months, having several internship experiences has become mandatory for full-time graphic design positions. An internship is required in the graphic design program, and the experience will provide professional training, a better understanding of the job, confidence, a new perspective of industries and communication skills.

CAREERS

The SDSU graphic design program prepares students with a strong portfolio and hands-on industry experiences. Our alumni work in a variety of creative industries.

OUR ALUMNI WORK AT:

IBM, Disney, NBC Sports, Fame, Target, Colle+Mcvoy, Little & Company, Mono, Epicosity, Daktronics, Lawrence & Schiller, Fresh Produce, Lemonly, HenkinSchultz, Janus Et Cie, Sanford, VVI, Paulsen and many more.

FACULTY

Program Coordinator Graphic Design	**YOUNG AE KIM,** PH.D Associate Professor Emotional Design Researcher YoungAe.Kim@sdstate.edu
Film/Animation	**CABLE HARDIN,** MFA Professor Animator/Filmmaker Cable.Hardin@sdstate.edu
Graphic Design	**BEV KRUMM,** MFA Lecturer Professional Designer Beverly.Krumm@sdstate.edu

GRAPHIC DESIGN

SOUTH DAKOTA STATE UNIVERSITY School of Design

DESIGN FUTURES

BFA GRAPHIC DESIGN

SDSU School of Design

BE GREAT. START HERE.

> *Design field trips are for designers and by designers.*

> *We learn by doing them.*

MORE EXPERIENCES, MORE PREPARED.

The graphic design program has strong faculty in research and design practice. Faculty members have a wide range of industry connections and share those industry connections with students. We take frequent design field trips to iconic locations to explore cutting-edge design industries.

These experiences reinforce the importance of principles learned in the classroom and demonstrate the design process in a professional work environment. Students will learn about multiple avenues for continuing their design practice beyond their experience in the classrooms.

BENEFITS
- Bridges theory and practice
- Focus future goals by experiencing diverse design organizations and their cultures in design industries
- Enhance professional experiences
- Expand internship and employment opportunities
- Expand professional industry connections
- Cultivate a broader worldview

INDUSTRY CONNECTIONS

MINNEAPOLIS, MINNESOTA
Target, Mono, Six Speed, Morsekode, Little Co., Duffy, Imagine Studios, Studio MPLS, Imagehaus, Space 150

KANSAS CITY, MISSOURI
Hallmark, Whiskey Design, Willoughby Design, Designhaus, Design Ranch, Hammerpress, Blacktop, Pixel Lunch LLC

LOS ANGELES, CALIFORNIA
Hole Puch Design, Mueller Design, Visualab Design, Mad Mind Studios, Noahmedia, Ludlow Kingsley, Soulcake Los Angeles, Firebrain Inc.

NEW YORK, NEW YORK
Tank Design, Think Studio, Ideas on Purpose, Pentagram, Hyperakt, Segmeister, Pulse Creative, Point Five Design, Big Drop Inc.

CHICAGO, ILLINOIS
50,000feet, Thirst, Pivot Design, Studio Blue, Gensler, Bark Design, Multiple Inc., Leo Burnett, Seedhouse, Hartford Design Studio

DENVER, COLORADO
Studio Mast, Cast Iron Design, Matter Ltd., Design Dog Studio, Design Tree Studios, Faceless, ArtHouse Design

SIOUX FALLS, SOUTH DAKOTA
Lemonly, Fresh Produce, Lawrence & Schiller, Epicosity, HenkinSchultz, Made by Thaw, MJM Marketing

WORLD IS OUR CLASSROOM.

South Dakota State University is the largest university in the state. SDSU offers a rich academic experience and a comprehensive graphic design program by focusing on student-centered learning activities.

Access and inclusion are vital to our institution; we strive to provide an environment where innovative ideas and creative minds can thrive. SDSU is also home to more than 1,000 international students, which allows for vibrant cultural exchange in the classroom.

Across the university, travel studies have provided SDSU alumni, friends and family with exceptional educational travel journeys to more than 50 countries each year.

Each trip in the graphic design program is unique and defined by exclusive experiences that only SDSU graphic design travel studies can provide. Travel studies are an integral part of the graphic design curriculum, which enhance learning and prepare student designers to be globally competitive.

BENEFITS
- Understand diversity and inclusion
- Collaborate with other designers on international design competitions
- Enhance professional experiences
- Enhance resume and graduate school applications
- Expand professional industry connections
- Cultivate a broader worldview
- Become a global citizen
- Have fun!

FUTURE OF LEARNING
The graphic design program promotes experiential learning. Graphic design is a professional industry that requires creative competencies and communication skills. Travel experience bridges the gap between theory and practice, accelerates learning, increases engagement levels, produces demonstrable mindset changes, and delivers exceptional return on investment.

DESTINATIONS

Seoul, South Korea
Tokyo, Japan
Beijing and Hong Kong, China
Toronto and Vancouver, Canada
Copenhagen, Denmark
Delhi, India
London, England

Hlsinki, Finland
Rome, Italy
New York, New York
Chicago, Illinois
Los Angeles, California
Las Vegas, Nevada
Portland, Oregon

DESIGN FOR THE WORLD.

AIGA STUDENT GROUP AT SDSU
AIGA is the oldest and largest professional membership organization for design—with more than 70 chapters and more than 18,000 members—in the world. AIGA advances design as a professional craft, strategic advantage and vital cultural force. SDSU AIGA Student Group provides an opportunity for training future state chapter officers and instills a sense of responsibility toward the organization.

The student group gets involved in the local design community, creates a community of their own and helps build leadership skills that will be valuable as they move into the professional world.

BENEFITS
- Advocate for an understanding of the value of design
- Enhance professional development
- Inspire designers by sharing pressing issues
- Host robust events, programming and initiatives
- Define global standards and ethical practices
- Make powerful tools and resources accessible to all