BS GRAPHIC COMMUNICATION – 2017-19
For course prerequisites, please refer to the Cal Poly Catalog web site (http://catalog.calpoly.edu). Consult with your GrC faculty advisor every quarter prior to registration. Minimum 60 units upper division required.

MAJOR COURSES
GRC 101 Introduction to Graphic Communication ............................. 3
GRC 172 Introductory Applied Graphic Communication Processes .......... 2
GRC 201 Digital Publishing Systems ............................................. 3
GRC 203 Digital File Preparation and Workflow ............................... 4
GRC 204 Introduction to Contemporary Print Mgt and Manufacturing .... 4
GRC 211 Substrates, Inks and Toners ........................................... 1
GRC 301 Digital Photography and Color Management ...................... 4
GRC 316 Flexographic Printing Technology ..................................... 3
GRC 318 Digital Typography for Print and Web ................................ 4
GRC 320 Managing Quality in Graphic Communication .................... 4
GRC 324 Binding and Finishing Processes ...................................... 1
GRC 328 Offset Printing Technology ............................................. 4
GRC 329 Printed Electronics ....................................................... 3
GRC 337 Consumer Packaging ................................................... 3
GRC 338 Web Development and Content Management ..................... 4
GRC 361 Marketing and Sales Management for Print and Digital Media ... 4
GRC 372 Applied Graphic Communication Practices ......................... 2
GRC 402 Digital Printing and Emerging Technologies in GrC .............. 3
GRC 403 Estimating for Print and Digital Media .............................. 4
GRC 411 Strategic Trends & Profitability Issues in Print and Digital Media .. 4
GRC 422 Human Resource Mgmt Issues for Print and Digital Media ... 4
GRC 462 Senior Project .................................................................. 3
or GRC 461 or GRC 463 (see your GrC Advisor for more information)

Concentration Courses (see below) ................................................. 29

SUPPORT COURSES
PHYS 104/PHYS 121 (Area B3) ....................................................... 4
CHEM 110 or CHEM 111 (B3&B4) 1 ............................................. 4-5
MATH 118 (B1) 2 ........................................................................ 4
STAT 217 (B1) 1 .......................................................................... 4
1 Required in Support; also satisfies GE
2 MATH 116 and MATH 117 substitute

CONCENTRATIONS (choose one)

Design Reproduction Technology Concentration (DRT)
ART 102 Art and Design Foundation Studies I ................................ 4
ART 103 Art and Design Foundation Studies II ............................... 4
GRC 339 Web Design and Production .......................................... 4
GRC 439 Book Design Technology .............................................. 4
GRC 440 Magazine Design Technology ......................................... 4
Advisor Approved Electives – Select from the following: ................. 9
GRC 322 Advanced Digital Typography (3)
GRC 331 Color Management and Quality Analysis (4)
GRC 429 Digital Media (3)
GRC 451 Management Topics in GrC (3)
GRC 452 Emerging Technologies in GrC (3)
GRC 453 Design Reproduction Topics in GrC (3)
Other courses as approved by academic advisor
Total units ................................................................................. 29

Graphic Communication Management Concentration (GCM)
GRC 421 Production Mgmt for Print & Digital Media ...................... 4
BUS 207 Legal Responsibilities of Business .................................. 4
BUS 212 Financial Accounting for Nonbusiness Majors ................. 4
BUS 382 Organizations, People, and Technology ......................... 4
COMS 213 Organizational Communication ................................... 4
Advisor Approved Electives – Select from the following: ................. 9
GRC 220 Introduction to Applied Social Media in GrC (2)
GRC 357 Specialty Printing Technologies (3)
GRC 451 Management Topics in GrC (3)
GRC 452 Emerging Technologies in GrC (3)
BUS 303 Introduction to International Business (4)
BUS 310 Introduction to Entrepreneurship (4)
ENGL 310 Corporate Communication (4)
Other courses as approved by academic advisor
Total units ................................................................................. 29

Individualized Course of Study
This concentration consists of 29 units; a minimum of 18 units must be upper division and a minimum of 8 units must be Graphic Communication. The student selects the courses in consultation with the concentration coordinator and the department chair, and provides written justification for the courses and the way they constitute a cohesive, integrated program of study. The list of courses serves as a contract between the student and the Graphic Communication Department.

GENERAL EDUCATION (GE)
Minimum of 72 units required; 16 of which are specified in Support Courses. Refer to current schedule on PASS to choose GE courses. You will not receive credit for courses not on the approved lists.

Area A Communication (12 units)
A1 Expository Writing ................................................................. 4
A2 Oral Communication ............................................................. 4
A3 Reasoning, Argumentation and Writing ................................. 4

Area B Science and Mathematics (4 units)
B2 Life Science .......................................................................... 4
See SUPPORT COURSES for additional Area B courses specified for GrC

Area C Arts and Humanities (16 units)
C1 Literature ............................................................................... 4
C2 Philosophy ............................................................................ 4
C3 Fine/Performing Arts ............................................................. 4
C4 Upper-division elective ......................................................... 4

Area D/E Society and the Individual (20 units)
D1 The American Experience (Title 5, Section 40404 required) ......... 4
D2 Political Economy ................................................................. 4
D3 Comparative Social Institutions ............................................. 4
D4 Self Development (CSU Area E) .............................................. 4
D5 Upper-division elective ......................................................... 4

Area F Technology (upper division) (4 units)
F Upper-division elective (no GrC course) .................................. 4
Free Electives ............................................................................ 4-6
Total units ................................................................................. 180

Graphics for Packaging Concentration (GP)
FSN 354 Packaging Function in Food Processing ........................... 3
GRC 357 Specialty Printing Technologies .................................... 3
GRC 421 Production Management for Print and Digital Media ....... 4
ITP 330 Packaging Fundamentals .............................................. 4
ITP 408 Paper and Paperboard Packaging .................................. 4
Advisor Approved Electives – Select from the following ............... 11
GRC 331 Color Management and Quality Analysis (4)
GRC 452 Emerging Technologies in GrC (3)
ITP 341 Packaging Polymers and Processing (4)
ITP 411 Packaging Sustainability (4)
ITP 430 Healthcare Packaging (4)
ITP 475 Packaging Performance Testing (4)
Other courses as approved by academic advisor
Total units ................................................................................. 29

Web and Digital Media Concentration (WDM)
CPE/CSC 101 Fundamentals of Computer Science ......................... 4
CPE/CSC 123 Introduction to Computing ** .................................. 4
GRC 339 Web Design and Production ......................................... 4
GRC 429 Digital Media ............................................................... 3
** Only during Winter quarter may GrC students enroll in CPE/CSC 123 by permission only, please see your GrC advisor for more information.

Approved Electives – Select from the following: ......................... 14
CSC courses (any, up to 8 units)
ART 122 Basic Digital Photography (4)
ART 383 Digital Video I (4)
ART 388 Interaction Design II (4)
ART 483 Digital Video II (4)
ART 484 Animation, Video, and Interactive Design (4)
ART 488 Interaction Design III (4)
GRC 220 Intro to Applied Social Media in GrC (2)
GRC 331 Color Management and Quality Analysis (4)
GRC 400 Special Problems for Advanced Undergraduates (1-2)
GRC 451 Management Topics in GrC (3)
GRC 452 Emerging Technologies in GrC (3)
GRC 453 Design Reproduction Topics in GrC (3)
Other courses as approved by academic advisor
Total units ................................................................................. 29

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The field of graphic communication represents a large profession, one of the largest in the world. The profession embraces change, requiring those pursuing graphic communication careers to learn new and diverse skills. Graphic communication includes digital and conventional printing, publishing, packaging, digital imaging, computer graphics, digital design, digital photography, printable electronics, functional imaging, web and app development, user interface and user experience design, human-computer interaction design, and related areas. The discipline includes media and mass communication involving the creation, production, management, and distribution of advertising, marketing, websites, apps, books, magazines, newspapers, catalogs, packages, printed electronics, and other media in printed and digital form. Graduates are in high demand by leading national and international corporations in the graphic communication field.

The Bachelor of Science program in Graphic Communication is accredited by the Accreditation Council for Collegiate Graphic Communications, Inc. (ACCGC), an independent body dedicated to the improvement and recognition of collegiate level curricula in graphic communication.

**Design Reproduction Technology (DRT)**

The Design Reproduction Technology concentration emphasizes design and technology for print and web. The concentration focuses on printing, web development, publishing, packaging, digital imaging, computer graphics and related areas of mass media preparation and production. Coursework includes typography, branding, color theory and design for packaging and for the publication of books, magazines, newspapers and web sites.

**Graphic Communication Management (GCM)**

The Graphic Communication Management concentration is designed as a flexible program for students interested in management careers in the graphic communication industry. In addition to the major requirements in graphic communication, coursework includes multiple business management related disciplines. Graduates are in high demand throughout the country from publishing, design, printing, packaging and web-based commerce firms, including their customers and suppliers.

**Graphics for Packaging (GP)**

The Graphics for Packaging concentration is an interdisciplinary concentration emphasizing digital file creation, technology and printing for the packaging industry. This concentration is designed for students who desire a career in the growing field of package graphics and printing. This program provides students with the opportunity to learn all components of graphic preparation for packaging, print reproduction and conversion while also providing aspects of structural design and food packaging. Consumer and industrial print packaging is addressed.

**Web and Digital Media (WDM)**

Emphasis on the latest trends in user experience and user interface design and front-end development, including web and mobile app design, user experience design, and new media. In addition to major requirements, coursework also includes human centered design, animation, photography, and video. The concentration leads to careers in mobile app/web design and development, user experience design and researcher, product manager, and digital media production and management.

**Individualized Course of Study (ICS)**

The Individualized Course of Study provides an opportunity for students to pursue a course of study that meets their individual needs and interests. The student selects their courses in consultation with the concentration coordinator and department head, and provides written justification for the courses and the way they constitute a cohesive, integrated program of study. The list of courses serves as a contract between the student and the Graphic Communication Department.

Students are encouraged to review admissions and curriculum requirements at the following web sites:

- **Cal Poly Catalog:** [www.catalog.calpoly.edu](http://www.catalog.calpoly.edu)
- **Admissions:** [www.catalog.calpoly.edu/admissions](http://www.catalog.calpoly.edu/admissions)
- **www.grc.calpoly.edu**

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