BS GRAPHIC COMMUNICATION – 2013-15

For course prerequisites, please refer to the “Course Descriptions” section of the catalog. In scheduling your courses each quarter, consult with your academic advisor. Minimum 60 units upper division required.

MAJOR COURSES
GRC 101 Introduction to Graphic Communication .................................................3
GRC 201 Digital Publishing System ........................................................................3
GRC 202 Digital Photography ................................................................................3
GRC 203 Digital File Preparation and Workflow ..................................................4
GRC 204 Intro to Contemporary Print Mgmt/Mfg ................................................4
GRC 211 Substrates, Inks and Toners .....................................................................4
GRC 218 Digital Typography ....................................................................................4
GRC 316 Flexographic Printing Technology ..........................................................3
GRC 320 Managing Quality in Graphic Comm ......................................................3
GRC 324 Binding, Finishing and Distribution Processes .....................................3
GRC 328 Sheetfed Printing Technology ................................................................4
GRC 329 Web Offset and Gravure Printing Tech ....................................................3
GRC 337 Consumer Packaging .............................................................................3
GRC 341 Digital Content Mgmt and Variable Data Pub ........................................4
GRC 361 Mktg & Sales Mgmt for Print & Digital Media .........................................4
GRC 402 Digital Printing & Emerging Tech 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 & Digital Media .................4
GRC 460 Research Methods in Graphic Comm .....................................................2
GRC 461 Senior Project ..........................................................................................3
Select from the following: ......................................................................................4
GRC 472 or GRC 475 or GRC 485

Concentration Courses (see below) ..................................................................29-30

SUPPORT COURSES
PSC 101/PHY 104/PHY 121 (Area B) .................................................................4
CHEM 110 or CHEM 111 (B3&EB4) .................................................................4-5
MATH 118 (B1) .................................................................................................4
STAT 217 (B1) .................................................................................................4
1 Required in Support; also satisfies GE
2 MATH 116 and MATH 117 substitute

CONCENTRATIONS
Design Reproduction Technology Concentration
ART 105 Foundation: Color Theory .......................................................................4
ART 106 Foundation: 2-Dimensional Design .......................................................4
GRC 337 Consumer Packaging ............................................................................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: ...................................6
GRC 322 Advanced Digital Typography (3) .........................................................3
GRC 331 Color Management and Quality Analysis (4) ......................................4
GRC 451 Management Topics in Graphic Comm (3) ..........................................3
GRC 452 Emerging Technologies in Graphic Comm (3) ....................................3
GRC 453 Design Reproduction Topics in GrC (3) ..............................................3
Other courses as approved by academic advisor

Total units ...........................................................................................................29

Graphic Communication Management Concentration
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 337 Consumer Packaging (3) ......................................................................3
GRC 451 Management Topics in GrC (3) ............................................................3
GRC 452 Emerging Technologies in GrC (3) .......................................................3
BUS 303 Introduction to International Business (4) ............................................4
BUS 310 Introduction to Entrepreneurship (4) .....................................................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 list.

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 requirement) ..................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
GRC 331 Color Management and Quality Analysis .........................................4
GRC 337 Consumer Packaging ........................................................................3
GRC 357 Specialty Printing Technologies ..........................................................3
GRC 421 Production Mgmt for Print & Digital Media ........................................4
FSN 230 Elements of Food Processing ..............................................................4
IT 330 Packaging Fundamentals ......................................................................4

Advisor Approved Electives – Select from the following: ................................7-8
FSN 335 Food Quality Assurance ......................................................................4
FSN 354 Packaging Function in Food Processing .............................................3
IT 341 Packaging Polymers and Processing ......................................................4
IT 408 Paper and Paperboard Packaging ..........................................................4
IT 409 Packaging Machinery and Processes .....................................................4
IT 435 Packaging Development .......................................................................4
IT 457 Radio Frequency Id in Supply Chain Mgmt .........................................4
IT 475 Packaging Performance Testing .............................................................4
Other courses as approved by academic advisor

Total units ........................................................................................................29-30

Web and Digital Media Concentration
CSC/CPE 101 Fundamentals of Computer Science .............................................4
GRC 331 Color Management and Quality Analysis .........................................4
GRC 339 Web Design and Production ...............................................................4
GRC 429 Digital Media ......................................................................................3

Approved Electives Set 1 – Select from the following: ......................................6
CSC courses (any, up to 6 units) ...........................................................................
CSC 171 Introduction to Interactive Entertainment ............................................4
GRC 400 Special Problems/Advanced Undergrads (2–4) ...............................4
GRC 451 Management Topics in GrC (3) ...........................................................3
GRC 452 Emerging Technologies in GrC (3) ....................................................3
GRC 453 Design Reproduction Topics in GrC (3) ............................................3

Approved Electives Set 2 – Select from the following: .....................................8
ART 122 Basic Digital Photography ..................................................................4
ART 383 Digital Video .........................................................................................4
ART 388 Web Design ........................................................................................4
ART 484 Animation, Video, and Interactive Design .........................................4
ART 488 Advanced Web Design .......................................................................4
ENGL 411 New Media Arts I .............................................................................4
ENGL 412 New Media Arts II ............................................................................4
MU 311 Sound Design: Technologies.................................................................4
MU 312 Sound Design: Recording ....................................................................4

Total units ........................................................................................................29

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Other courses as approved by academic advisor

Total units ........................................................................................................29-30
The Graphic Communication Department offers a curriculum leading to the Bachelor of Science degree, yet the discipline is both an art and a science. It appeals to students having an interest in creativity, science, technology, and management.

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, web development, digital photography, printable electronics, and related areas. The discipline includes media and mass communication involving the creation, production, management, and distribution of advertising, marketing, websites, books, magazines, newspapers, catalogs, packages, novel 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.

**Design Reproduction Technology**
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**
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**
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**
The Web and Digital Media concentration emphasizes the latest trends in web development and the production and distribution of digital media. In addition to major requirements, coursework includes the study of web technology and design, computer science, digital audio, animation, photography, interactive entertainment and video. The concentration leads to careers in web development, digital media production and management, and opportunities with hardware and software manufacturers that service the graphic communication industry.

**Individualized Course of Study**
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 in the Cal Poly Catalog or at the following web sites:

**Cal Poly:** [www.calpoly.edu](http://www.calpoly.edu)

**Admissions:** [www.catalog.calpoly.edu/admissions/](http://www.catalog.calpoly.edu/admissions/)

**Curriculum Requirements:** [www.academicprograms.calpoly.edu](http://www.academicprograms.calpoly.edu)

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