

# BS GRAPHIC COMMUNICATION – 2015-17

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 201	Digital Publishing Systems	3
GRC 202	Digital Photography	3
GRC 203	Digital File Preparation and Workflow	3
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	4
GRC 324	Binding, Finishing and Distribution Processes	3
GRC 328	Sheetfed Printing Technology	4
GRC 329	Web Offset and Gravure Printing Tech	3
GRC 338	Web Development and Content Management	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 & Digital Media	4
GRC 422	Human Resource Mgmt Issues for Print & Digital Media	4
GRC 460	Research Methods in Graphic Communication	2
GRC 461	Senior Project	3
<i>Select from the following:</i>		4
GRC 472 or GRC 473 or GRC 485		

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

## SUPPORT COURSES

PSC 101/PHYS 104/PHYS 121 (Area B) <sup>1</sup>	4
CHEM 110 or CHEM 111 (B3&B4) <sup>1</sup>	4-5
MATH 118 (B1) <sup>1,2</sup>	4
STAT 217 (B1) <sup>1</sup>	4

<sup>1</sup> Required in Support; also satisfies GE

<sup>2</sup> MATH 116 and MATH 117 substitute

## CONCENTRATIONS

### Design Reproduction Technology Concentration

ART 102	Art and Design Foundation Studies I	4
ART 103	Art and Design Foundation Studies II	4
GRC 337	Consumer Packaging	3
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)
GRC 331	Color Management and Quality Analysis (4)
GRC 451	Management Topics in Graphic Comm (3)
GRC 452	Emerging Technologies in Graphic Comm (3)
GRC 453	Design Reproduction Topics in GrC (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)
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
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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
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**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 I	4
GRC 331	Color Management and Quality Analysis	4
GRC 339	Web Design and Production	4
GRC 429	Digital Media	3

**Approved Electives – Select from the following:** ..... 14

CSC courses (any, up to 6 units)	
CSC 171	Introduction to Interactive Entertainment (4)
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 400	Special Problems for Advanced Undergrads (2-4)
GRC 451	Management Topics in GrC (3)
GRC 452	Emerging Technologies in GrC (3)
GRC 453	Design Reproduction Topics in GrC (3)

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

## **Career Opportunities**

### **Design Reproduction Technology**

*Production Artist  
Web Developer and Designer  
Advertising and Packaging  
Project Manager  
Book & Magazine Publishing  
Digital Imaging  
Print Buyer  
Commercial Printing*

### **Graphic Communication Management**

*Plant Management  
Planning  
Commercial Printing  
Production Scheduling  
Estimating  
Printing Marketing and Sales  
Customer Service  
Technical Specialist  
Quality Control  
Print Buying  
Human Resources Management  
Process Control  
E-commerce*

### **Graphics for Packaging**

*Active & Intelligent Packaging  
Augmented Reality  
3D Structure for Packaging  
Packaging Graphics  
Package Printing Specialist  
Consumer Packaging  
Packaging Quality Control*

### **Web and Digital Media**

*User Interface/User Experience  
Web Developer and Designer  
Digital Media Production  
Digital Media Management  
Hardware Development  
Software Development  
Quality Assurance  
Customer Service*

### **For additional information:**

Graphic Communication Department  
Cal Poly San Luis Obispo  
San Luis Obispo, CA 93407-0381  
(805) 756-1108  
**[www.grc.calpoly.edu](http://www.grc.calpoly.edu)**

*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 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)