

# 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	4
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) <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 (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
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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 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
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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**

## Career Opportunities

### Design Reproduction Technology

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

### Graphic Communication Management

Plant Management  
Project 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  
Project Management

### 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  
Project Management

### For additional information:

Graphic Communication Department  
Cal Poly San Luis Obispo  
San Luis Obispo, CA 93407-0381  
(805) 756-1108

**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](http://www.grc.calpoly.edu)**