BS GRAPHIC COMMUNICATION – 2019-20

For course prerequisites, please refer to the Cal Poly Catalog web site (http://catalog.calpoly.edu). Minimum 60 units *upper division required*.
Note: No major, support or concentration courses may be selected as credit/no credit. Consult with your GrC faculty advisor for more information.

MAJOR COURSES (104 units)

GRC 101	Introduction to Graphic Communication	3
GRC 102	Orientation to Graphic Communication	2
GRC 201	Digital Publishing Systems	3
GRC 203	Digital File Preparation and Workflow	4
GRC 204	Introduction to Contemporary Print Mgmt and Manufacturing	4
GRC 211	Materials for Graphic Communication Applications	4
GRC 224	Binding and Finishing Processes	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 328	Offset Printing Technology	4
GRC 329	Printed Electronics	3
GRC 337	Consumer Packaging	4
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 404	Data Mgmt, Estimating and Visualization in Graphic Comm	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 (16 units)

PHYS 104/PHYS 121 (Area B3) [1]		4
CHEM 110 (B3&B4) [1]		4
MATH 118 (B1) [1,2]		4
STAT 217 (B1) [1]		4

[1] *Required in Support; also satisfies GE*
[2] *MATH 116 and MATH 117 substitute*
[3] *If fulfilled with a concentration course additional units of free electives may be needed to complete the total units required for the degree.*

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	Mobile User Experience (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)

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
GRC 421	Production Mgmt for Print & Digital Media	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 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.

GENERAL EDUCATION (GE)

Minimum of 72 units required; **16 of which are specified in Support Courses**. Minimum of 12 units required at the 300 level. 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 (8 units)

B2	Life Science	4
B7	Upper-division elective [3] *(formerly Area F —GRC 377 not allowed)*	4

See SUPPORT COURSES for additional 16 units 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   Society and the Individual (16 units)

D1	The American Experience (Title 5, Section 40404 required)	4
D2	Political Economy	4
D3	Comparative Social Institutions	4
D5	Upper-division elective	4

Area E   Lifelong Learning and Self-Development *(formerly Area D4)* ... 4

Free Electives ... 4

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 (B7 [3])	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**

User Experience/User Interface (UX/UI)

CPE/CSC 101	Fundamentals of Computer Science	4
CPE/CSC 123	Introduction to Computing **	4
GRC 339	Web Design and Production	4
GRC 429	Mobile User Experience	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 [3])	
ART 388	Interaction Design II (4)	
ART 484	Animation, Video, and Interactive Design (4)	
ART 488	Interaction Design III (4)	
BUS/ COMS 458	Solving Big World Challenges (4)	
ENGR 234	Intro To Design Thinking (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 433	User Exp. Methods for Digital Innovation (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**

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Career Opportunities

Design Reproduction Technology
Visual Designer
Production Designer
Project Coordinator
Advertising and Packaging
Book & Magazine Publishing
Print Buyer/Print Sales
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

User Experience/User Interface
User experience design
User interface design
Web design
Web development
Software design
Product design
Design research
Digital media management
Project management

For additional information:
Graphic Communication Department
Cal Poly San Luis Obispo
San Luis Obispo, CA 93407-0381
(805) 756-1108
www.grc.calpoly.edu

GrC | Graphic Communication
California Polytechnic State University, San Luis Obispo

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 for students interested in planning, administration, and management careers in the graphic communication industry. In addition to the major requirements in graphic communication, coursework includes several business-related disciplines. Graduates are in high demand for graphic communication positions including project management, project planning and scheduling, product development, customer support, sales, and other administrative roles.

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. Packaging is all about solving problems for consumers. Design thinking and prototyping are a large part of it. Consumer and industrial print packaging is addressed, in addition to sustainability.

User Experience/User Interface (UX/UI)
The User Experience/User Interface concentration is a program with an emphasis on the latest trends in web design, user interface design, user experience design and front-end development. In addition to major requirements, coursework also includes classes that address the latest practice and theory in human-centered design, design research, usability, user testing, and digital emerging technology. The concentration leads to careers in web design and development, software design, user experience design, design research, product management, digital media production and digital media 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
Admissions: www.catalog.calpoly.edu/admissions
www.grc.calpoly.edu