BS GRAPHIC COMMUNICATION
2021-2022

Note: No Major, Support or Concentration courses may be selected as credit/no credit.

MAJOR COURSES

Course	Title	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 Management 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 and Product Development	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 Graphic Communication	3
GRC 404	Data Management, Estimating and Visualization in Graphic Communication	4
GRC 411	Strategic Trends and Profitability Issues in Print and Digital Media	4
GRC 422	Human Resource Management Issues for Print and Digital Media	4
Senior Project		
Select from the following:		3
GRC 461	Senior Project - Independent Study	
GRC 462	Senior Project	
GRC 463	Senior Project - Applied Practices	
Concentration Courses		29
Total Major Units		**104**

SUPPORT COURSES

Course	Title	Units
CHEM 110	World of Chemistry (B1 & B3) [1]	4
MATH 118	Precalculus Algebra (B4) [1,2]	4
PHYS 104 or PHYS 121	Introductory Physics (GE Electives) [1] / College Physics I (GE Electives) [1]	4
STAT 217	Introduction to Statistical Concepts and Methods	4
Total Support Units		**16**

GENERAL EDUCATION

	Area A	English Language Communication and Critical Thinking	
A1		Oral Communication	4
A2		Written Communication	4
A3		Critical Thinking	4
	Area B	Scientific Inquiry and Quantitative Reasoning	
B1		Physical Science (4 units in Support) [1]	0
B2		Life Science	4
B3		One lab taken with either a B1 or B2 course	
B4		Mathematics/Quantitative Reasoning (4 units in Support) [1]	0
Upper-Division B			4
	Area C	Arts and Humanities	
Lower-division courses in Area C must come from three different subject prefixes.			
C1		Arts	4
C2		Humanities	4
Lower-Division C Elective - Select a course from either C1 or C2			4
Upper-Division C			4
	Area D	Social Sciences - Select courses in Area D from at least two different prefixes	
D1		American Institutions (Title 5, Section 40404 Requirement)	4
D2		Lower-Division D	4
Upper-Division D			4
	Area E	Lifelong Learning and Self-Development	
Lower-Division E			4
	Area F	Ethnic Studies	
Lower-Division F			4
GE Electives in Areas B, C, and D			
Select courses from two different areas; may be lower-division or upper-division courses.			
GE Electives (4 units B in Support) [1]			0
GE Electives (Area C or D)			4
Total GE Units			**60**
FREE ELECTIVES			**0**
TOTAL DEGREE UNITS			**180**

FOOTNOTES

[1] Required in Major or Support; also satisfies General Education (GE) requirement.
[2] MATH 116 and MATH 117 substitute.

Design Reproduction Technology Concentration

Code	Course	Units
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
Select from the following:		9
GRC 322	Advanced Digital Typography	
GRC 331	Color Management and Quality Analysis	
GRC 347	Packaging Graphics Technology and Design	
GRC 429	Mobile User Experience	
GRC 451	Management Topics in Graphic Communication	
GRC 452	Emerging Technologies in Graphic Communication	
GRC 453	Design Reproduction Topics in Graphic	
	Other courses as approved by academic advisor	
Total units		**29**

Graphic Communication Management Concentration

Code	Course	Units
BUS 207	Legal Responsibilities of Business	4
BUS 212	Financial Accounting for Nonbusiness Majors	4
BUS 382	Leadership and Organizations	4
COMS 213	Organizational Communication	4
GRC 421	Production Management for Print and Digital Media	4
Select from the following:		9
BUS 303	Introduction to International Business	
BUS 310	Introduction to Entrepreneurship	
ENGL 310	Corporate Communication	
GRC 220	Intro to Applied Social Media in Graphic	
GRC 357	Specialty Printing Technologies	
GRC 451	Management Topics in Graphic Communication	
GRC 452	Emerging Technologies in Graphic Communication	
	Other courses as approved by academic advisor	
Total units		**29**

Individualized Course of Study — 29

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 provide 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.

Graphics for Packaging Concentration

Code	Course	Units
FSN 354	Packaging Function in Food Processing	3
GRC 357	Specialty Printing Technologies	3
GRC 421	Production Mgmt for Print and Digital Media	4
ITP 330	Packaging Fundamentals (B7)	4
ITP 408	Fiber-Based Packaging	4
Approved Electives		
Select from the following:		11
GRC 331	Color Management and Quality Analysis	
GRC 347	Packaging Graphics Technology and Design	
GRC 437	Advanced Consumer Packaging	
GRC 452	Emerging Technologies in Graphic Communication	
ITP 341	Packaging Polymers and Processing	
ITP 411	Packaging Sustainability	
ITP 430	Healthcare Packaging	
ITP 475	Distribution Packaging Dynamics	
	Other courses as approved by academic advisor	
Total units		**29**

User Experience/User Interface Concentration

Code	Course	Units
CPE/CSC 101	Fundamentals of Computer Science	4
CPE/CSC 123	Introduction to Computing [1]	4
GRC 339	Web Design and Production	4
GRC 429	Mobile User Experience	3
Advisor Approved Electives		
Select from the following:		14
	CSC courses (any, up to 8 units)	
ART 388	Interaction Design II	
ART 484	Animation, Video, and Interactive Design	
ART 488	Interaction Design III	
BUS 458	Solving Big World Challenges	
ENGR 234	Introduction to Design Thinking	
GRC 220	Intro to Applied Social Media in GRC	
GRC 331	Color Management and Quality Analysis	
GRC 347	Packaging Graphics Technology and Design	
GRC 400	Special Problems for Advanced Undergraduates	
GRC 433	User Experience Methods for Digital Innovation	
GRC 437	Advanced Consumer Packaging	
GRC 451	Management Topics in Graphic Communication	
GRC 452	Emerging Technologies in Graphic Communication	
GRC 453	Design Reproduction Topics in Graphic	
Total units		**29**

1 Only during Winter quarter may GRC students enroll in CPE/CSC 123.