

2011-13 Cal Poly Catalog**Graphic Communication Department****BS GRAPHIC COMMUNICATION**

- ☐ 60 units upper division ☐ GWR
☐ 2.0 GPA ☐ USCP

* = Required in Support; also satisfies GE

Note: No major, support or concentration courses may be taken as credit/no credit.

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 Distrib Processes	3
GRC 328 Sheetfed Printing Technology	4
GRC 329 Web Offset and Gravure Printing Tech....	3
GRC 338 Digtl Content Mgmt/Variable Data Pub...	4
GRC 361 Marketing and Sales Management for Print/Digital Media	4
GRC 402 Digital Printing and Emerging Technologies in Graphic Communication	3
GRC 403 Estimating for Print/Digital Media.....	4
GRC 411 Strategic Trends and Costing Issues in Print and Digital Media	4
GRC 422 Human Resource Management Issues for Print/Digital Media	4
GRC 460 Research Methods in Graphic Comm	2
GRC 461 Senior Project.....	3
GRC 472/GRC 473/GRC 485	4
Concentration courses (see below)	29
	102

SUPPORT COURSES

PSC 101/PHYS 104/PHYS 121 (Area B)*	4
CHEM 110 World of Chemistry or CHEM 111 Survey of Chemistry (B3&B4)*	4/5
MATH 118 Pre-Calculus Algebra (B1)*.....	4
(MATH 116 & MATH 117 substitute)	
STAT 217 Intro to Stat Concepts/Methods (B1)* ...	4
	16/17

GENERAL EDUCATION (GE)

72 units required, 16 of which are specified in Support.

→See page 39 for complete GE course listing.

→Minimum of 12 units required at the 300 level.

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)

B1 Mathematics/Statistics * 8 units in Support....	0
B2 Life Science	4

B3 Physical Science * 4 units in Support	0
B4 One lab taken with B3 course	
B5 elective * 4 units in Support (Area B).....	0

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 (40404)	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 Elective (upper division) (4 units)

(Not GRC)	4
	56
FREE ELECTIVES	5-6
	180

CONCENTRATIONS (select one)**Design Reproduction Technology Concentration**

ART 105 Foundation: Color Theory	4
ART 106 Foundation: 2-Dimensional Design	4
GRC 337 Consumer Packaging	3
GRC 339 Web Design and Production	4
GRC 439 Book Design Technology	4
GRC 440 Magazine and Newspaper Design Tech...	4
Select 6 units from the following	6
GRC 322 Advanced Digital Typography (3)	
GRC 331 Color Management and Quality Analysis (4)	
GRC 429 Digital Media (3)	
GRC 451 Mgmt Topics in Graphic Comm. (3)	
GRC 452 Emerging Technologies in Graphic Communication (3)	
GRC 453 Design Reproduction Topics in Graphic Communication (3)	
Other courses as approved by academic advisor	—
	29

Graphics for Packaging Concentration

GRC 331 Color Management & 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
FSN 354 Packaging Function in Food Processing...	3
IT 330 Fundamentals of Packaging	4
Approved elective. <i>Select one course from:</i>	4
FSN 335 Food Quality Assurance (4)	
IT 341 Plastic Processes and Applications (4)	
IT 408 Paper and Paperboard Packaging (4)	
IT 409 Machinery for Packaging (4)	
IT 435 Package Development (4)	
IT 457 Radio Frequency Identification (4)	
IT 475 Packaging Performance Testing (4)	
Other courses as approved by academic advisor	—
	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 Non-business Majors.....	4
BUS 382 Organizations, People and Technology	4
COMS 213 Organizational Communication	4
Select 9 units from the following:	9
GRC 337 Consumer Packaging (3)	
GRC 451 Management Topics in Graphic Communication (3)	
GRC 452 Emerging Technologies in Graphic Communication (3)	
BUS 303 Intro to International Business (4)	
BUS 310 Introduction to Entrepreneurship (4)	
Other courses as approved by academic advisor	
	29

Web and Digital Media Concentration

CSC 171 Introduction to Interactive Entertainment	4
GRC 331 Color Management & Quality Analysis ...	4
GRC 339 Web Design and Production.....	4
GRC 429 Digital Media	3
Approved electives Set 1	6
<i>Select 6 units from the following:</i>	
CSC courses (any, up to 6 units)	
GRC 400 Special Probs/Adv Undergrads (1-2)	
GRC 451 Management Topics in GRC (3)	
GRC 452 Emerging Technologies in GRC (3)	
GRC 453 Design Repro Topics in GRC (3)	
Approved electives Set 2	8
<i>Select 8 units from the following:</i>	
ART 121 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)	
	29

Individualized Course of Study

A minimum of 18 units must be upper division and a minimum of 8 units must be Graphic Commu- nication. The student selects the courses in consultation with concentration coordinator and department head, and provide written justifica- tion for the courses and the way they constitute a cohesive, integrated program of study.	29
--	----