



# GRAPHIC DESIGN

UCF SCHOOL OF VISUAL ARTS AND DESIGN

Graphic Design is a track in the Emerging Media BFA program.

## DESCRIPTION

The Emerging Media BFA – Graphic Design track at UCF educates students in the art of visual communication, stressing the professional aspects of design by using a blend of art, communication, and business.

The Graphic Design track is a two-year cohort program upon successful completion of the Graphic Design portfolio application process. Students combine technology with aesthetics in the production of typographic and publication design, identity systems, brand creation, layout and packaging, film and broadcast graphics, posters, interactive, and web design. Assignments are executed both traditionally and digitally.

Throughout the program, students work on developing their professional portfolio which culminates in the two senior year advanced Graphic Design courses.

Classes are taught by faculty who are active in the graphic design and illustration fields and creative community. This allows for valuable insight into current professional practices and offers development opportunities.

Character Animation and Experimental Animation are other tracks in the Emerging Media BFA program.

*Please Note: As part of the program, some courses study the form and proportion of the human figure. Nude models are used as reference.*



## CAREERS

- **Identity Designer**
- **UI/UX Designer**
- **Brand Manager**
- **Editorial Design**
- **Magazine Designer**
- **Book Cover Designer**
- **Wayfinding Designer**
- **Motion Graphics Designer**
- **Illustrator**
- **Letterer**
- **Type Designer**
- **Art Director**
- **Creative Director**
- **Packaging Designer**



*UCF's graphic design program ranked #4 out of the Top 10 Graphic Design School Programs in Florida.*

*(Animation Career Review, 2022 Rankings)*

 [SVAD.UCF.EDU](https://svad.ucf.edu)  
[svadadvising@ucf.edu](mailto:svadadvising@ucf.edu)



UCF

# Emerging Media BFA-Graphic Design Track

SCHOOL OF VISUAL ARTS AND DESIGN

## TRACK SPECIFIC INFO

### Prerequisites:

- ARH 2050 History of Western Art I
- ARH 2051 History of Western Art II
- ART 2201C Design Fundamentals 2D
- ART 2203C Design Fundamentals 3D
- ART 2300C Drawing Fundamentals I
- ART 2301C Drawing Fundamentals II
- GRA 2101C Introduction to Computer Art

*These courses must be enrolled in or completed with a "C" or better in the semester applying for portfolio.*

### Admission Requirements:

Admission into the Emerging Media BFA, Graphic Design track is based on passing the Graphic Design Portfolio Review. Portfolio is submitted and reviewed in the Spring semester for a Fall semester start. Visit, [svad.cah.ucf.edu/graphic-design-portfolio/](http://svad.cah.ucf.edu/graphic-design-portfolio/) for more information. Student must be admitted to UCF in order to begin the track.

### Graphic Design vs. Illustration:

Both graphic design and illustration use a mix of digital and traditional methods.

The introductory Illustration course uses the traditional medias of pen & ink, scratchboard, etc, while Advanced Illustration utilizes software like Corel Painter & ProCreate.

While Graphic Design students utilize illustrations in their work, students who wish to focus solely on illustration should follow the illustration specialization.

## TRACK HIGHLIGHTS

- Students collaborate with graphic design industry professionals in the classroom to work on real world projects.
- Students obtain internships at national and international graphic design firms.
- Alumni have won various awards in design such as ADDY awards at the local and national levels.
- Labs are equipped with Apple iMacs.  
**Software:** Adobe Creative Suite, specifically Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe After Effects, as well as Clip Art Studio, Corel Painter, and ProCreate.

*“The program was imperative to my future success as a designer. Learning applicable design and business skills from my professors set me up to feel confident when starting my career and helped me to create a body of work that could take me anywhere.”*



**Adam Lehman '15**

Design Director, Dragon Rouge

## APPLY TO UCF

Whether this is your first time in college, transferring from another institution, or enrolling from another country, we've streamlined the process to make it as clear and quick as possible.

*Apply to UCF online:*

[www.ucf.edu/apply-to-ucf](http://www.ucf.edu/apply-to-ucf)

*UCF Undergraduate Catalog:*

<http://catalog.ucf.edu/>

**Admission to UCF does not guarantee admission into the Emerging Media BFA, Graphic Design Track.**

## CONTACT

**SVAD.UCF.EDU**

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*Please Note: The information on this flyer is subject to change at any time.*