



GRAPHIC DESIGN



University of Findlay

Program Overview

University of Findlay's Graphic Design major prepares students to become strategic visual communicators, designing innovative solutions and experiences across print, digital, and interactive media. Coursework blends traditional art and design fundamentals with cutting-edge digital art technology. Students develop strong creative problem-solving skills through design thinking and iterative processes.

The program fosters opportunities to develop professional portfolios and gain real-world industry experience through internships, on-campus student employment, and community service-learning.

A degree in graphic design opens the door to a wide range of careers in today's fast-paced tech and creative industries. Graduates are prepared to work in agency, corporate, nonprofit, and freelance environments.

Popular careers include:

- Graphic Designer
- Interactive/Motion Graphics Designer
- Web Designer
- Brand Consultant
- Art/Creative Director
- Publication Designer
- Packaging Designer
- Environmental Graphics Designer
- Photography/Media Editor
- Digital Illustrator

Program Highlights

- Strong Faculty Mentorship
- Graphic Design Internships
- Design-Focused Student Employment Opportunities
- Direct Access to the Mazza Museum
- Tours of Local Design Studios
- Interaction with Professional Artists and Designers
- Study Trips to Major Cultural Centers
- Professional and Service Opportunities with the Mazza Museum

WHY GRAPHIC DESIGN?

A Graphic Design major equips students with creative and technical firepower employers are looking for. Graphic Design students graduate ready to dominate the industry as experts in design thinking and strategic design, with mastery of cutting-edge creative software and AI-generative skills. Students don't just learn about design, they discover how to transform abstract concepts and complex problems into powerful visual solutions and immersive experiences that fuel the future of corporate America.

ABOUT OUR FACULTY

Art program faculty are practicing artists, designers, photographers, and art historians who are active in their field of expertise.

12:1*

campus-wide student-to-faculty ratio ensures individual attention

16

16-week capstone semester in individualized area of interest

75%

75% of graduates participate in professional activities

RECENT GRADS WERE HIRED AT COMPANIES LIKE THESE:



DIVERSE EXPERIENCES

Art program students take advantage of all the opportunities UF has to offer. Most students double-major or choose minors to complement their field of study. Our flexible program supports student participation in athletics, theatre, choir, band, The Pulse Newspaper, UF TV, *From the Writer's Kitchen* Student Literary Journal, and study abroad.

CAREER READINESS

- Resume Building
- Freelancing Experience
- Personal Brand and Website Development
- Interviewing
- Portfolio Development
- Career Research and Networking

SAMPLE CURRICULUM

Graphic Design CORE Required Art Courses

2D Visual Fundamentals*	3 hrs	History of Art II*	3 hrs
Introduction to Digital Design*	3 hrs	Research and Readings in Art	3 hrs
Introduction to Drawing*	3 hrs	Senior Portfolio and Exhibition	3 hrs
History of Art I*	3 hrs	Professional Practices in Art*	3 hrs

Graphic Design Required Courses

Digital Photography*	3 hrs	Image Manipulation	3 hrs
Typography	3 hrs	Advanced Graphic Design	3 hrs
Conceptual Illustration	3 hrs	Web Page Development	3 hrs
Graphic Design	3 hrs	Principles of Marketing	3 hrs

Graphic Design Elective Courses

Students must complete six hours from the following:

Media Theory and Research Methods	3 hrs	Digital Storytelling	3 hrs
New Media Design and Production	3 hrs	Principles of Social Media	3 hrs
History of Visual Communication	3 hrs	Integrated Marketing Communications	3 hrs

* Indicates courses that fulfill CORE+ general education requirements.

Disclaimer: The plan outlined above is a suggested course sequence. It may be adjusted based on prior college credit or transfer coursework earned before enrollment.



"Pushed to create my best work."

"During my time at UF, I was constantly being pushed to create my best work and think outside the box of conventional design. The faculty are not just teachers, but mentors and advisors. They were constantly checking on my academics, they helped me secure internship and work study opportunities, and were always willing to discuss my plans after graduation."

– **Fernando Huerta** – BA Graphic Design 2026

"UF prepared me for the real world."

"UF prepared me for the real world. I learned how to navigate freelance design, working closely with a real client, and how to overcome life obstacles that came along the way."

– **Ella Mescher** – BA Graphic Design 2026

