

Bachelor of Fine Arts Degree (BFA)

Graphic Design

PROGRAM LEARNING OBJECTIVES

1. Reading and Written Communication: Students will demonstrate competent writing and reading throughout their programs of study.
2. Oral Communication: Students will demonstrate effective oral communication skills in both general and major-specific contexts.
3. Critical Analysis and Reasoning: Students will use critical analysis and reasoning, supported by knowledge and skills learned throughout their degree programs, to enhance personal and professional decision making:
 - Quantitative analysis and reasoning
 - Analysis and reasoning in the humanities, sciences, social sciences, and arts
 - Ethical analysis and reasoning
 - Reasoning in career-related contexts
4. Knowledge and Skills for Living in a Diverse Society: Students will consider multiple perspectives (quantitative and qualitative, among individuals, from different cultural contexts, etc.) when making decisions independently or as part of a team.
5. Information Literacy: Students will define and articulate their needs for information and access this information effectively and efficiently.
6. Integration of Learning: Students will develop the ability to integrate their learning, making connections within their major, between fields, between curricular and co-curricular activities, and between academic knowledge and practice.
7. Students will visualize original design concepts through research, analysis, and the interpretation of project-specific criteria.
8. Students will apply, target, and synthesize practical graphic design skills needed to achieve professional objectives within a given time frame, from inception to completion, by making use of leading design tools, computer graphic software, and related technology.
9. Students will articulate their experiential knowledge of graphic design media, method, and mission through concise visual, written, and spoken communication.
10. Students will be prepared to compete effectively and ethically in a challenging, diverse, and global market with regard for a shared historic and contemporary graphic design heritage, while also taking into consideration recent laws of business practice, copyright, and the public domain.

Not all programs and courses are offered at all locations. You may be required to take some courses at another location or online.

For more information about Berkeley College graduation rates, the median debt of students who completed programs, and other important disclosures, please visit BerkeleyCollege.edu/gainful-employment/bfa_graphic_design_statistics.htm.