

**FAQ'S**  
A B O U T  
G R A P H I C  
D E S I G N  
at HPU...?

**DEPARTMENT** .  
*of ART &* .  
**GRAPHIC** .  
**DESIGN** .

# FAQ'S.

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**Q: IS the DEPARTMENT of ART & DESIGN ACCREDITED & WHY is this IMPORTANT?**

A: Yes, the Department of Art and Design at HPU is accredited by the National Association of Schools of Art & Design [NASAD]. NASAD is a rigorous accreditation that the top schools in art and design acquire around the country.

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**Q: WHAT SKILLS do I NEED to BECOME A SUCCESSFUL DESIGNER?**

A: Graphic Designers must be strong visual communicators, with conceptual and creative problem-solving skill

sets. We train our students in critical and formal tasks that make them sophisticated designers and communicators.

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**Q: WHAT is the DIFFERENCE in our DEGREE and a COMMUNICATION DEGREE?**

A: Our degree focuses on professional practice and important rigorous studies in Graphic Design. Our degree is a Graphic Design degree. Our department is accredited by NASAD, which is a top accreditation that Graphic Design professionals look for when hiring new team members.

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**Q: CAN I Get a JOB?**

A: Our graduates get jobs

in the professional design and communication industries. We have award-winning student work that helps students stand out when applying for competitive jobs. The key to getting a job is a competitive portfolio. We teach our students to develop professional proficiencies.

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**Q: Is SOFTWARE all I need to LEARN to be a DESIGNER?**

A: No, designers are sophisticated visual and conceptual professionals who study much more than the functional nature of software. We embrace Design Thinking, Conceptual Devices, and many other topics that consider communication methods.

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**Q: WHAT is the difference between VISUAL COMMUNICATION & GRAPHIC DESIGN?**

A: Visual Communication and Graphic Design are the same area named differently for emphasis.

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**Q: If I receive a Graphic Design DEGREE, am I LIMITED to a Graphic Design CAREER?**

A: No, designers are trained with skills that can be translated into many other areas for positions depending on the individual's strengths.

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**Q: HOW do I know what GRAPHIC DESIGN SCHOOL to CHOOSE?**

A: We recommend looking for NASAD Accredited programs. A good indication of quality

can be reviewed by looking at student work. In the end, a competitive portfolio is what helps you get a job.

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**Q: Can I DEVELOP my IDEAS & PASSIONS with this DEGREE?**

A: We structure the Graphic Design curriculum to embrace your own interests. We assign projects that encourage and support exploration of your ideas, and we look forward to seeing what you can do with these projects.

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**Q: I want to explore other AREAS during my STUDIES. How does EXPLORATION fit into this degree?**

A: Within the Liberal Arts Degree, like we embrace here at HPU, you have 50 credits

in the General Education core where you can explore many other areas. The cool thing about this is you have choices on how to build your degree with your interests. There are categories with requirements, but within these categories, there is a lot of room for exploration. This exploration helps you be a more rounded student with essential skills and knowledge that reinforce in the Graphic Design courses.

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→ → → → WHAT is the

DIFFERENCE BETWEEN

**GRAPHIC DESIGN**

& OTHER DEGREES ?

**BFA, Concentration in GRAPHIC DESIGN**

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**HPU GRAPHIC  
DESIGN**

- **NASAD Accreditation.**  
NASAD is the National Association of Schools of Art & Design. The best schools in the country have achieved this rigorous accreditation. ✓ YES!
- **BFA.** Bachelor's of Fine Arts, concentration in Graphic Design. ✓ YES!
- **NASAD Accredited Studio-based Courses with Practical Experience-based Assignments.** ✓ YES!
- **You can enter the Graphic Design field with a full-time job upon graduation with the BFA degree.** ✓ YES!
- **A focus on Form, Creativity, and Concept-based outcomes like real world projects.** ✓ YES!
- **Professors with years of real-world experience in the Graphic Design profession.** ✓ YES!
- **Take trips to New York City, Washington DC, & Italy for experiential learning opportunities.** ✓ YES!



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## Formal Investigation.

Formal Investigation explores the Elements and Principles of design which is a key reference in design history and are core characteristics that professional designers possess.

HPU GRAPHIC  
DESIGN

<input type="radio"/> Elements of Design		✓ intensive study
<input type="radio"/> Principles of Design		✓ intensive study
<input type="radio"/> Design Thinking		✓ intensive study
<input type="radio"/> Problem Solving		✓ intensive study
<input type="radio"/> Design Research		✓ intensive study
<input type="radio"/> Design in Context		✓ intensive study
<input type="radio"/> Conceptual Design		✓ intensive study
<input type="radio"/> Exploring Media as Message		✓
<input type="radio"/> Historic Perspectives		✓ intensive study

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## Conceptual + Critical Analysis.


Students need skills in critique and analysis to have a competitive edge in presenting work, articulating reasons why, and explaining work to clients. Every class is intensively immersed in critique and analysis of form and concept.

<input type="radio"/> Conceptual Inquiry + Studio Practice		✓ intensive study
<input type="radio"/> Aesthetic Building & Inquiry		✓ intensive study
<input type="radio"/> Aesthetic Analysis		✓ intensive study
<input type="radio"/> Critique + Critical Analysis		✓ intensive study
<input type="radio"/> Self Analysis		✓ intensive study





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## Making + Process + Practice.

- Studio Culture  ✓ intensive study
  - Making as Practice  ✓ intensive study
  - Experiential Practice  ✓
  - Investigative Practice  ✓
  - Action-oriented Practice  ✓
  - Process / Design Process  ✓
  - Prototyping  ✓ intensive study
  - Production & Printing  ✓ intensive study
  - Experimental Printing Methods  PR ✓ intensive study
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## Image Making + Studio Art.

- Photography  ✓ intensive study
- Drawing [We will teach you.]  ✓ intensive study
- Image Making [We will teach you.]  ✓ intensive study
- Illustration  ✓ intensive study



## Branding + Logo Design.

HPU GRAPHIC  
DESIGN

- Icon Design  ✓ intensive study
- Logo Design / Symbol / Lettermark / Wordmark  ✓ intensive study
- Design for Dynamic Identities ✓ intensive study
- Brand Identity Design  ✓ intensive study
- Personal Branding  ✓ intensive study
- Designing Brand Book + Brief  ✓ intensive study
- Brand Design + Brand Writing + Archetypes + UVP  ✓ intensive study
- Brand Design for the Senses / Sight / Sound / Touch  ✓ intensive study
- Design-based Brand Strategy + Narrative Building  ✓

## Package Design + 3D Design.

- Package Design  ✓ intensive study
- Package Pattern Making  ✓ intensive study
- Pattern Making  ✓ intensive study
- Paper Engineering + Folding  ✓ intensive study

## Experimental Design.

- Experimental Ephemera  ✓ intensive study
- Experimental Illustration  ✓
- Self-Driven Work  ✓ intensive study
- Digital Art  ✓





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## Professional Practice.




### HPU GRAPHIC DESIGN

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|---|-------------------|
| ○ Professional Practice                           | ✓ intensive study |
| ○ Real World Projects with Clients               | ✓ intensive study |
| ○ Studies in Best Practice + Client Interaction  | ✓ intensive study |
| ○ Professional Documents & Concepts              | ✓ intensive study |
| ○ Client Questionnaire                             | ✓                 |
| ○ Resume Design                                    | ✓                 |
| ○ Invoices   | ✓                 |
| ○ Terms    | ✓                 |
| ○ Professional Presentations for clients         | ✓                 |
| ○ Portfolio Development & Analysis               | ✓ intensive study |
| ○ Working with Clients                            | ✓ intensive study |
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## Website Design + Interactive.

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| ○ Website Design                     | ✓ |
| ○ Mixing Formal Design with Code  | ✓ |
| ○ Coding + CSS + HTML              | ✓ |
| ○ App Design                       | ✓ |
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## Motion + Animation.

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|---|---|
| ○ Motion                                   | ✓ |
| ○ Animated Gifs / Stop Motion Animation  | ✓ |
| ○ Story telling / Narrative building     | ✓ |

## HPU GRAPHIC DESIGN COURSES

Emphasized	○		●	= Fundamentals of Design
	○		●	= Digital A + D
	○		●	= Visual Literacy & the D.P.
	○		●	= Layout, Lettering, & Typ.
Reinforced or Foundation	○		●	= Illustrated Spaces
	○		●	= Advanced Typ. Spaces
	○		●	= History of GD
	○		●	= Interactive Environments
	○		●	= Kinetic Environments
	○		●	= Intermedia
	○		●	= Design Lab 01.
	○		●	= Design Lab 02.
	○		●	= Senior Projects 01.
	○		●	= Senior Projects 02.
	<b>PR</b>			= Printmaking

## Graphic Design Careers at a Glance:

- Graphic Designer.
- Communication Designer.
- Junior Designer.
- Senior Designer.
- Art Director.
- Creative Director.
- Associate Creative Director.
- Executive Creative Director.
- Design Director.
- Ad Director.
- Senior Creative Developer.
- Senior Digital Designer.
- Design Consultant.
- In-House Designer.
- Creative Consultant.
- Advertising Associate.
- Graphic Design Associate.
- Advertising Designer.
- Marketing Specialist.
- Design Studio Director.
- Brand Designer.
- Print Designer.
- Package Designer.
- Book Cover Designer.
- Poster Designer.
- Editorial Designer.
- Layout Designer.
- Production Designer.
- Motion Graphics Designer.
- Web Designer.
- Interactive Designer.
- App Designer.
- UI / UX Designer.
- Illustrator.
- Presentation Designer.
- Information Graphic Designer
- Brand Consulting Graphic Designer.
- Trade Show Design.
- Point of Purchase Design.
- Environmental Design.
- Service Designer.
- Language Director.
- Communication Coordinator.
- Media Designer.
- Media Director.
- Copy Editor.
- Digital Artist.
- Animation Designer.
- Game Graphics Designer.
- Content Designer.
- Social Media Designer.
- Surface Designer.
- Sustainability Designer.
- Studio Artist.
- Teacher.

