

## PROGRAM REQUIREMENTS

**DEGREE: BACHELOR OF SCIENCE**  
**MAJOR: INTERDISCIPLINARY STUDIES: Graphic Design and Marketing**  
**AREA 1: Visual Art: Graphic Design**  
**AREA 2: Business Administration: Management/Marketing**

Credit Hours

### UNIVERSITY REQUIREMENT

FALS 101: Fine Arts and Lecture Series (Temporarily suspended) 0

### GENERAL EDUCATION REQUIREMENTS

(For approved courses, see General Education: [www.lander.edu/gen-ed](http://www.lander.edu/gen-ed).)

- A. Core Academic Skills (9 hours)**
  - ENGL 101: Writing and Inquiry I 3
  - ENGL 102: Writing and Inquiry II 3
  - MATH 211: Statistical Methods I 3
- B. Humanities and Fine Arts** 6  
(6 hours selected from 2 different disciplines)
- C. Behavioral and Social Perspectives** 6  
(6 hours selected from 2 different disciplines)
- D. Scientific and Mathematical Reasoning**  
(7 hours selected from 2 different disciplines, 1 lab science required)
  - MATH 121: Mathematical Applications, or 3
  - MATH 123: Calculus and Its Applications
  - MATH 141: Single Variable Calculus
  - Laboratory Science 4
- E. Founding Documents of the United States** 3  
HIST 111: United States History to 1877, or  
    POLS 101: American National Government
- F. World Cultures** 3
- G. LINK 101: Leadership, Involvement, Networking and Knowledge** 1  
  
LINK 101 is required of all new transfer students who have earned less than 24 credit hours of college-level work and all first-time freshmen.

TOTAL GENERAL EDUCATION REQUIREMENTS 35

If all of the General Education requirements are met and/or waived, and the credit hours do not add up to at least 30, the General Education requirements are not complete. If below 30, additional General Education courses from any category must be taken until the total hours add up to at least 30 hours.

### \*MAJOR PROGRAM CORE REQUIREMENTS

- IDS 101: Introduction to Interdisciplinary Studies 3
- IDS 499: Interdisciplinary Capstone Seminar 3

TOTAL MAJOR PROGRAM CORE REQUIREMENTS 6

### \*MAJOR PROGRAM #1 REQUIREMENTS

- ART 103: Drawing I 3
- ART 104: Drawing II 3
- ART 105: Basic Design I 3
- ART 106: Basic Design II 3

DES 113: History of Graphic Design	3
DES 201: Typography	3
DES 203: Graphic and Interactive Design I	3
DES 204: Interactive Media Foundation	3
<b>Graphic Design Set (Choose 6 credit hours from the following)</b>	<b>6</b>
DES 301: Typography II	
DES 302: Publication Design I	
DES 303: Graphic and Interactive Design II	
DES 304: Logo and Branding Design I	
DES 308: Sustainable Design I	
DES 309: Digital Illustration I	
DES 350: Special Topics	
DES 401: Typography III	
DES 402: Publication Design II	
DES 403: Package Design II	
DES 404: Logo and Branding Design II	
DES 490: Internship	
DES 450: Design Den	
<b>Intermedia Set (Choose 6 credit hours from the following)</b>	<b>6</b>
DES 305: Web Design	
DES 306: Motion Graphics I	
DES 307: Experiential Design I	
DES 310: Social Media and Networking I	
DES 350: Special Topics	
DES 405: Web Design II	
DES 406: Motion Graphics II	
DES 407: Experiential Design II	
DES 408: Sustainable Design II	
DES 410: Social Media and Networking II	
DES 490: Internship	
Elective courses at the 300- or 400-level	6
<b>TOTAL MAJOR PROGRAM #1 REQUIREMENTS</b>	<b>42</b>
<b>*MAJOR PROGRAM #2 REQUIREMENTS</b>	
ACCT 201: Financial Accounting Principles	3
BA 101: Introduction to Business	3
ECON 202: Micro Principles	3
WRIT 275: Business Communications	3
MGMT 201: Principles of Management	3
MKT 201: Principles of Marketing	3
MKT 305: Marketing Communications	3
MKT 325: Services Marketing	3
MKT 340: Digital Marketing	3
Approved 300-level or higher elective from BA, MGMT, or MKT	3
<b>TOTAL MAJOR PROGRAM #2 REQUIREMENTS</b>	<b>30</b>
<b>TOTAL MAJOR PROGRAM REQUIREMENTS</b>	<b>78</b>
<b>ADDITIONAL ELECTIVES</b>	<b>7</b>
<b>TOTAL FOR BS DEGREE</b>	<b>120</b>

\*Students must earn a “C” or better in all program requirement courses.

Coursework must include at least 30 credit hours earned at 300-level or above, of which 12 credit hours must be in the major.

Program reviewed for 2022-23.