Graphic Design, BSD

ARGRABSD

Are you a creative interested in visual communication? Become a creative professional graphic designer by learning how to synthesize complex information into visual systems, and support business and social goals for communication, branding, entertainment, justice, sustainability or education.

Program description

The graphic design program in The Design School is committed to excellence in traditional and contemporary graphic design education, professionalism, research and service for the community at large. Faculty, alumni, students and visiting designers and educators constantly reinforce the link between society and nature, and they vigorously advocate quality in developing communication strategies.

The Bachelor of Science in Design curriculum acknowledges the need for creative environments that address ecological concerns, and students are encouraged to develop sustainable, transdisciplinary work sensitive to cultural aesthetic. Students develop a strong foundation of design principles through lower-division studio and lecture courses, using this to build an overall understanding of how design can shape perception and meaning using visual media. Upper-division studio courses provide opportunities for students to work in collaborative teams addressing professional projects in information design, interaction design, exhibition design, animation, motion graphics, branding, publication design, web design, interface design and the multiple contemporary facets of sensorial design.

Graphic designers are responsible for designing how information is communicated. Forms of communication include print, video, film and electronic (web). Graphic designers are concerned with appearance, choosing the appropriate mechanism for communication, clarity of information and its effectiveness, and how communication is transferred and received.

The BSD program in graphic design places an emphasis on strategic communication developed through a design process that includes research, analysis, conceptualization, planning and realization. The process leads to innovative visual communication design solutions for contemporary design problems that are local to global in scope.

At a glance

- **College/school:** Herberger Institute for Design and the Arts
- **Location:** Tempe or Online, ASU Local

- **Second language requirement:** No

- **STEM-OPT extension eligible:** No
- **First required math course:** MAT 142 - College Mathematics
  Any math course that meets the MATH designation.
- **Math intensity:** General

Curriculum

[View 2025 - 2026 curriculum](#) [View curriculum archives](#)

Concurrent program options

Students pursuing concurrent degrees (also known as a "double major") earn two distinct degrees and receive two diplomas. Working with their academic advisors, students can create their own concurrent degree combination. Some combinations are not possible due to high levels of overlap in curriculum.

Admission requirements

General university admission requirements:

All students are required to meet general university admission requirements.
[First-year](#) | [Transfer](#) | [International](#) | [Readmission](#)

Tuition information

When it comes to paying for higher education, everyone's situation is different. Students can learn about [ASU tuition and financial aid](#) options to find out which will work best for them.

Change of Major requirements

An ASU student who would like to change majors into this program and would be new to this major must have a minimum cumulative GPA of 2.75 and understand their GPA must be brought up to a 3.00 or above within one semester to remain in good standing. An ASU student who is returning to this major (having previously studied this major in a prior semester) must have a minimum cumulative GPA of 3.00.

Students should visit the [Change of Major form](#) for information about how to change a major to this program.

Attend online

ASU Online

ASU offers this program in an online format with multiple enrollment sessions throughout the year. Applicants may [view the program's ASU Online page](#) for program descriptions and to request more information.

ASU Local

It is now possible to earn an ASU degree with [ASU Local](#), an integrated college experience in which students take advantage of in-person success coaching and programming experiences on site while completing one of 130+ undergraduate online degree programs, all of which come with online faculty interaction and tutoring support.

Transfer options

ASU is committed to helping students thrive by offering tools that allow personalization of the transfer path to ASU. Students may use [MyPath2ASU®](#) to outline a list of recommended courses to take prior to transfer.

ASU has [transfer partnerships](#) in Arizona and across the country to create a simplified transfer experience for students. These pathway programs include exclusive benefits, tools and resources, and they help students save time and money in their college journey.

Program learning outcomes

Program learning outcomes identify what a student will learn or be able to do upon completion of their program. This program has the following program outcomes:

- Develop design fundamentals in the context of diverse visual settings, demonstrating familiarity with their understanding of their core principles.
- Critically adapt their designs and methodology to convey clear messages to broad audiences.
- Address creative environments that respond to ecological concerns, sensitive to cultural aesthetics, sustainability, and social issues through skills for reading, analyzing, and discussing interactions between designers and society.

Global opportunities

Global experience

Study abroad provides graphic design students with a chance to explore their creative side through an intercultural lens, challenging them to think differently as an artist and to explore different ways of communicating information visually across cultures as they build communication skills.

With more than 300 options available, whether in a foreign country, in the U.S. or online, [Global Education programs](#) give students a breadth of knowledge in arts and culture. Students can gain a global perspective and knowledge while earning ASU credit. Students learn to adapt and persevere and to look inside themselves in a way they haven't done before, growing their self-confidence along the way.

Career opportunities

Based on a diversified portfolio upon graduation, those who opt for the graphic design profession gain employment in:

- advertising and marketing design
- brand and corporate identity design
- broadcast design (TV graphics)

- information design
- interaction and interface design
- museum or exhibition design
- publication design
- visual communication design
- web design

Specific examples of graphic designers' work include:

- annual reports
- books
- environmental graphics
- motion graphics
- multimedia presentations
- publications
- websites

Graduates may also pursue graduate studies that lead to careers in design education and other fields of professional endeavors in design.

Example job titles and salaries listed below are not necessarily entry level, and students should take into consideration how years of experience and geographical location may affect pay scales. Some jobs also may require advanced degrees, certifications or state-specific licensure.

Career	*Growth	*Median salary
Animator ☀	8.2%	$98,950
Art Director ☀	6.1%	$105,180
Art Professor	3.2%	$77,280
Graphic Artist	-13.5%	$47,910
Graphic Designer	3.3%	$57,990
Industrial Designer	2.0%	$75,910
Library Media Specialist	3.0%	$61,660
Printing Press Technician	-17.1%	$43,560
TV/Movie Set Designer ☀	7.3%	$59,990

* Data obtained from the Occupational Information Network (O*NET) under sponsorship of the U.S. Department of Labor/Employment and Training Administration (USDOL/ETA).

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Contact information