

GRAPHIC DESIGN UNDERGRADUATE CERTIFICATE

Banner Code: AR-CERB-GD

2050 Art and Design Building
Fairfax Campus

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The Graphic Design Undergraduate Certificate is for prospective students with a 4-year baccalaureate undergraduate degree from an accredited institution who seek to gain the skills and competency to advance into a career in graphic design. It encompasses a specific body of knowledge and practice that prepares candidates for rewarding positions in the design field.

Due to prerequisites, the certificate requirements need to be taken on a part-time basis.

Admissions & Policies

Admissions

There is not a portfolio review required for admission, but prospective students—with graphic design experience—should consider scheduling an interview with the program director prior to applying. Tuition is billed at the undergraduate rate, and most students complete certificate requirements in four semesters.

Students entering the certificate must be able to demonstrate basic skills in visual language and should have working knowledge of professional graphic design software, or must take AVT 110 Digital Design Studio in addition to other required courses.

Policies

For policies governing all undergraduate programs, see AP.5 Undergraduate Policies (<http://catalog.gmu.edu/policies/academic/undergraduate-policies/>).

Requirements

Certificate Requirements

Total credits: 24

This certificate may be pursued on a full-or part-time basis.

Foundation Courses

Code	Title	Credits
AVT 215	Typography (Mason Core) (http://catalog.gmu.edu/mason-core/)	3
AVT 217	Introduction to Web Design	3
AVT 311	Graphic Design Methods and Principles	3
AVT 318	History of Graphic Design	3
Total Credits		12

Advanced Design Specialties Tracks

Code	Title	Credits
Select 3 courses from one of the following tracks: 9		
Branding & Advertising Design		
AVT 414	Corporate Design and Branding	
AVT 416	Advertising Design	
AVT 417	Package Design	
AVT 419	Topics in Graphic Design	
Digital Design		
AVT 319	Mobile App Design	
AVT 409	User Experience Design	
AVT 411	Motion Design	
AVT 415	Web Design and Usability	
AVT 420	Advanced Web Design	
Publication Design		
AVT 313	Editorial Design	
AVT 327	Illustration	
AVT 344	Book Arts: Books Enclosures	
AVT 412	Advanced Typography	
Total Credits		9

Capstone

Code	Title	Credits
AVT 413	Professional Design Practices	3
Total Credits		3