GRAPHIC DESIGN, CERTIFICATE

The Graphic Design Certificate allows students from across campus, regardless of their major or degree program, to engage in a meaningful, rigorous sequence of coursework introducing them to the field of graphic design. Previous college coursework or job experience in art and design is very beneficial, but not required.

An inherently interdisciplinary practice, graphic design plays an important role at every level of contemporary culture. Graphic designers function as the "fusion" between art, business, engineering, research, and science fields. Students intending to pursue a career in graphic design should instead select the Graphic Design named option in either the BS-Art (https://guide.wisc.edu/undergraduate/education/art/art-bs/#text) or Art BFA (https://guide.wisc.edu/undergraduate/education/art/art-bfa/) degree program. Contact an advisor in the Art Department to explore the major.

Students completing a degree within the College of Letters & Science should be aware that none of the courses within the Graphic Design certificate count as LAS credits (L&S). All students should work with their primary academic advisors to assess if the certificate will work within their academic plan.

Students must complete a required foundations course before being able to declare the certificate.

Due to the required sequencing of courses, a minimum of four semesters (excluding summers) are usually necessary to complete the certificate; please plan accordingly.

HOW TO GET IN

HOW TO GET IN

DECLARATION PROCESS

Students intending to complete the Graphic Design certificate can find the declaration form on the School of Education's Certificate Programs page (https://education.wisc.edu/academics/certificates/). The declaration for this certificate program can be submitted at any time during the academic year. At least four regular (non-summer) semesters remaining after declaring are required to complete the Graphic Design certificate on time.

ELIGIBILITY

Undergraduate students in good academic standing, with a cumulative GPA of 2.50 or higher, and who have completed either ART 102 Two-Dimensional Design or ART 107 Introduction to Digital Forms with a grade of B or higher, may declare this certificate. University Special students are also eligible to complete this certificate if they started at UW-Madison and graduated before completing the requirements.

Students participating in the Art–BS, Art Education, or Art–BFA degree programs may not declare this certificate. Auditors are also not eligible.

REQUIREMENTS

REQUIREMENTS

The Graphic Design Certificate requires a minimum of 18 credits as distributed below. At least 12 credits must be completed in residence in the Art Department. Study abroad credits do not count toward the residency requirement.

Completion of the certificate requires a 2.75 grade point average across all certificate coursework.

Code	Title	Credits
To declare the certificate, complete either course with a grade of B or better		
ART 102	Two-Dimensional Design (preferred)	3
or ART 107	Introduction to Digital Forms	
After certificate declaration, complete both courses		
ART 346	Basic Graphic Design	4
ART 438	History of Graphic Design and Typography	3
After completing ART 346 and ART 438, complete at least 8 additional credits from the following		8
ART 333	Intro to Responsive Web Design	
ART 356	Coding for Graphic Design	
ART 458	Graphic Design for Branding and Identity	
ART 463	Information Graphics	
ART 465	Graphic Design for Packaging	
ART 467	Graphic Design for Posters	
ART 525	Advanced Typography	
ART 546	Graphic Design for Publications	
ART 556	Graphic Design for Interactive Media	
ART 558	Product Development for Graphic Design	
ART 560	Graphic Design Senior Thesis Project and Exhibition	
ART 563	Graphic Design for Games	
ART 564	Graphic Design for Accessibility	
ART 565	Typeface Design	
ART 568	Motion Typography	
ART 575	User Experience for Graphic Design	
ART 663	Graphic Design Practicum	
Total Credits		**18**

UNDERGRADUATE/SPECIAL STUDENT CERTIFICATE

This certificate is intended to be completed in the context of an undergraduate degree and for those seeking this certificate that is preferred. For students who have substantially completed this certificate at UW–Madison and may need one or two courses to complete the certificate, they may do so immediately after completion of the bachelor's degree by enrolling in the course as a University Special (nondegree) student. The certificate must be completed within a year of completion

of the bachelor's degree. Students should keep in mind that University Special students have the last registration priority and that may limit availability of desired courses. Financial aid is not available when enrolled as a University Special student to complete an undergraduate certificate.

LEARNING OUTCOMES

LEARNING OUTCOMES

1. Correctly recognize and identify important eras, developments, movements, and theories in historical and contemporary design practice.
2. Recognize, develop and consistently employ the elements and principles of effective graphic design and typography in their own studio work, and will recognize it in the work of other artists.
3. Demonstrate technical and conceptual proficiency and will apply critical thinking skills in order to contextualize their practice in the contemporary design arena.
4. Understand the steps, tools, and skills necessary for participating in professional activities pertaining to graphic design and typography.
5. Develop a strong work ethic driven by both logical and inventive working process.

PEOPLE

PEOPLE

Information about faculty, staff, and other contributors to the Department of Art can be found on the department's website (https://art.wisc.edu/).