

# 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.

## 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 (Mason Core) (<http://catalog.gmu.edu/mason-core/>) 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: 18

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

#### Core Courses

Code	Title	Credits
AVT 215	Typography (Mason Core) ( <a href="http://catalog.gmu.edu/mason-core/">http://catalog.gmu.edu/mason-core/</a> )	3
AVT 217	Introduction to Web Design	3
AVT 311	Graphic Design Methods and Principles	3
<b>Capstone:</b>		
AVT 413	Professional Design Practices	3
Total Credits		12

### Tracks

Code	Title	Credits
Select 6 credits from one of the following tracks:		
<b>Branding &amp; Advertising Design</b>		
AVT 414	Brand Identity Design	
AVT 416	Advertising Design	
AVT 417	Package Design	
AVT 419	Topics in Graphic Design <sup>1</sup>	
<b>Digital Design</b>		
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	
<b>Publication Design</b>		
AVT 313	Editorial Design	
AVT 327	Illustration	
AVT 344	Book Arts: Books Enclosures	
AVT 412	Advanced Typography	
Total Credits		6

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Topic section must be approved by student's advisor prior to enrolling. May not be repeated for credit.