BS GRAPHIC COMMUNICATION

2007-09 Cal Poly Catalog

Graphic Communication Department
Graphic Arts Bldg. (26), Room 207
805 756-1108

MAJOR COURSES

- GRC 101 Introduction to Graphic Communication.. 3
- GRC 201 Electronic Publishing Systems ............ 3
- GRC 202 Image Capture and Manipulation .......... 3
- GRC 203 Electronic Prepress.......................... 3
- GRC 211 Substrates, Inks and Toners................. 4
- GRC 218 Digital Typography .......................... 4
- GRC 316 Flexographic Printing Technology ......... 3
- GRC 320 Managing Quality in the Graphic Arts.... 4
- GRC 324 Binding, Finishing and Distribution Processes........................................... 3
- GRC 328 Sheetfed Printing Technology.............. 4
- GRC 329 Web Offset and Gravure Printing Technologies.................................................. 3
- GRC 338 Digital Content Management and Variable Data Printing ..................................... 4
- GRC 361 Marketing and Sales Management for Print/Digital Media.................................. 4
- GRC 402 Digital Printing and Emerging Technologies in Graphic Communication.............. 3
- GRC 403 Estimating for Print/Digital Media........ 4
- GRC 411 Strategic Trends and Costing Issues in Print and Digital Media.......................... 4
- GRC 421 Production Mgt for Print/Digital Media... 4
- GRC 422 Human Resource Management Issues for Print/Digital Media.............................. 4
- GRC 460 Research Methods in Graphic Communication ..................................................... 2
- GRC 461 Senior Project..................................... 3
- GRC 472/GRC 473/GRC 485............................. 4
- Concentration courses (see below) ...................... 29

SUPPORT COURSES

- PSC 101/PHYS 104/PHYS 121 (Area B)* ............ 4
- CHEM 110 World of Chemistry or CHEM 111 Survey of Chemistry (B3&B4)* .................... 4/5
- MATH 118 Pre-Calculus Algebra or MATH 120 Pre-Calculus Algebra and Trigonometry (B1)* ........................................ 4
- STAT 217 Intro to Statistical Concepts and Methods (B1)* ............................................. 4

60 units upper division

*

GWR

2.0 GPA

USCP

* = Satisfies General Education requirement

ELECTIVES...................................................... 5-6

GENERAL EDUCATION (GE)

72 units required; 16 units are in Support.

≥See page 56 for complete GE course listing.

Minimum of 12 units required at the 300-400 level.

Area A Communication (12 units)

- A1 Expository Writing ....................................... 4
- A2 Oral Communication .................................... 4
- A3 Reasoning, Argumentation, and Writing .......... 4

Area B Science and Mathematics (4 units)

- B1 Mathematics/Statistics * 8 units in Support .... 0
- B2 Life Science ............................................. 4
- B3 Physical Science * 4 units in Support .......... 0
- B4 One lab taken with B3 course

Area C Arts and Humanities (16 units)

- C1 Literature .................................................. 4
- C2 Philosophy ................................................ 4
- C3 Fine/Performing Arts ................................... 4
- C4 Upper-division elective .............................. 4

Area D/E Society and the Individual (20 units)

- D1 The American Experience (40404) .............. 4
- D2 Political Economy ..................................... 4
- D3 Comparative Social Institutions ................. 4
- D4 Self Development (CSU Area E) .................... 4
- D5 Upper-division elective .............................. 4

Area F Technology Elective (upper division) (4 units) 4

CONCENTRATIONS (select one)

Design Reproduction Technology Concentration

- ART 105 Foundation: Color Theory ................... 3
- ART 106 Foundation: 2–Dimensional Design ...... 3
- GRC 337 Consumer Packaging ......................... 3
- GRC 339 Digital Design and Production for Multiple Media ............................................... 4
- GRC 439 Book Design Technology .................... 4
- GRC 440 Magazine and Newspaper Design Tech... 4

2 Select 8 units from the following ..................... 8

- GRC 322 Advanced Digital Typography (3)
- GRC 429 Digital Media (3)
- GRC 451 Mgmt Topics in Graphic Comm. (3)
- GRC 452 Emerging Digital Topics in Graphic Communication (3)
- GRC 453 Design Reproduction Topics in Graphic Communication (3)
- ENGL 411 New Media Arts I (4)
- ENGL 412 New Media Arts II (4)

1 MATH 116 and MATH 117 substitute for MATH 118 and are taught at a slower pace for those who need more review. MATH 117 satisfies GE Area B1.

2 Other courses as approved by academic advisor.
Electronic Publishing and Imaging Concentration
CSC 234 C and UNIX .............................................. 3
CSC electives (in addition to GE Area F) ............... 8
GRC 331 Color Management & Quality Analysis ... 4
GRC 339 Digital Design and Production for
  Multiple Media ..................................................... 4
GRC 429 Digital Media ........................................... 3
ENGL 411 New Media Arts I .................................. 4
Advisor approved electives ...................................... 3

29

Graphics for Packaging Concentration
GRC 204 Introduction to Contemporary Print
  Management and Manufacturing ......................... 4
GRC 331 Color Management & Quality Analysis .... 4
GRC 337 Consumer Packaging ................................ 3
GRC 357 Specialty Printing Technologies .............. 3
FSN 230 Elements of Food Processing .................... 4
FSN 354 Packaging Function in Food Processing ... 3
IT 330 Fundamentals of Packaging ....................... 4
Advisor approved electives ...................................... 4

29

Printing and Imaging Management Concentration
GRC 204 Introduction to Contemporary Print
  Management and Manufacturing ......................... 4
BUS 207 Legal Responsibilities of Business ........... 4
BUS 212 Financial Accounting for Non-business
  Majors ................................................................... 4
BUS 382 Organizations, People and Technology .... 4
COMS 213 Organizational Communication ............ 4
1 Select 9 units from the following: ...................... 9
  GRC 337 Consumer Packaging (3)
  GRC 451 Management Topics in Graphic
    Communication (3)
  GRC 452 Emerging Digital Topics in Graphic
    Communication (3)
  BUS 303 Introduction to International
    Business (4)
  BUS 310 Introduction to Entrepreneurship (4)
  Other courses as approved by academic advisor

29

Individualized Course of Study
A minimum of 18 units must be upper division and
a minimum of 8 units must be Graphic
Communication. The student selects the courses
in consultation with concentration coordinator
and department head, and provide written
justification for the courses and the way they
constitute a cohesive, integrated program of
study. ............................................................... 29

1 Other courses as approved by academic advisor.