ACADEMIC CATALOG
2026-2027



MIDWAY
UNIVERSITY

Midway University Course Catalog - Art

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Graphic Design

Graphic Design Minor

Type: Minor

Midway University Graphic Design minor offers a comprehensive and relevant educational experience that prepares students to be real-life creative problem-solvers and visual communicators. Students obtain valuable professional skills and technological competencies to help them succeed in an evolving creative environment, and they are equipped with visual communication skills and techniques that apply to a variety of career fields.

Requirements

General Education Hours - 0

Elective Hours - 0

Total Hours to Complete - 18

Courses Required

ART 205 - Drawing - 3 hours

ART 230 - Introduction to Composition and Design - 3 hours

ART 330 - Intermediate Graphic Design - 3 hours

ART 360 - Typography - 3 hours

ART 430 - Digital Animation - 3 hours

ART 440 - Applied Graphic Design - 3 hours

Graphic Design

Courses

ART 101 - Art Appreciation

The student will be introduced to the basic concepts of the visual arts through the study of painting, sculpture, architecture, industrial art, fibers, and film of Western and Non-Western cultures, Ancient through Contemporary historical periods, and the role art plays in societies.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

ART 107 - Painting

A studio course on the fundamentals of painting. Emphasis is on acquiring basic skills with painting media, materials and techniques. Some exploration into individual style and content.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

ART 202 - Photoshop I

Students will learn how to design and create digital images and illustrations for web and print publication.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

ART 205 - Drawing

This is a studio course on the fundamentals of drawing. Emphasis will be placed on acquiring basic skills with drawing media, materials and techniques, along with exploration into individual styles and content. Required art materials are the responsibility of the student.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

ART 230 - Introduction to Composition and Design

This course will explore visual concepts and principles of visual design, including design elements, composition, form, color theory, and basic image making, message development and elements of visual story telling. Students will also dive into the practice of design by doing visual design projects emphasizing the design process and iterating on peer critique.Instruction on how to use tools such as Adobe Creative Cloud programs will also be provided.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

Prerequisites:

- ART 205 - Drawing

ART 302 - Photoshop II

Students will learn how to design and create digital images, illustrations for web and artistic/ commercial print and digital publications to be utilized within an integrated marketing communication campaign.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

Prerequisites:

- ART 202 - Photoshop I

ART 330 - Intermediate Graphic Design

This course will introduce intermediate skills and conceptual problems in the field of graphic design. Students will create independent and creative solutions to a series of design problems. The course will emphasize the integration of theory and practical applications. Projects demand creative solutions to typical problems faced by the graphic designer and include experiences that incorporate a variety of visual art techniques as they relate to the design and execution of layouts and illustrations. Communication skills will be emphasized through the study of effective methods used to design products that impart information and ideas.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

Prerequisites:

- ART 230 - Introduction to Composition and Design

ART 360 - Typography

Typography encompasses the language of type, typeface and character recognition, legibility, appropriate uses of scale and grid systems, and the individual visual dynamics of letterforms. In this course, students will learn how to work with type as a stand-alone design element and how to incorporate type successfully with imagery. Students will work on projects with increasing scope and complexity to gain an understanding of typographic form across a variety of media.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

Prerequisites:

- ART 230 - Introduction to Composition and Design

ART 430 - Digital Animation

This Course is designed to instill an understanding of animation principles and produce quality 2D Digital animations implementing these principles and exploring various techniques to introduce students to the animation as an art form; implementing a firm understanding of timing, animation principles and the scope of techniques animation can cover. The students will learn industry standard practices in applied creativity.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

Prerequisites:

- ART 330 - Intermediate Graphic Design

ART 440 - Applied Graphic Design

Students will use the Design Thinking process to build a series of designs for a career-focused industry or organization. Students will identify the target audience, conduct design research, and create designs with this audience in mind. Using the Design Thinking model, students will deepen their understanding of what it means to design for an audience and apply their knowledge of graphic design to gain career-related experience.

Grade Basis: L

Credit hours: 3.0
Lecture hours: 3.0

ART-490 - Senior Design Studio

This course is intended as a culminating studio for the Graphic Design minor program students. Students will develop a personal branding package, revise and expand on numerous projects, and complete a professional portfolio. Professional business practices used in the graphic design industry will be covered and students will refine their design capabilities using text and images while learning how to perform as business professionals.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

Prerequisites:

- ART 440 - Applied Graphic Design

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