

GRAPHIC DESIGN

The Graphic Design program at Queens University is focused on developing concept-driven, creative thinkers who can deliver high-impact visual communication for screens, surfaces, and emerging media environments. Our curriculum is grounded in visual literacy, graphic design fundamentals, animation, and UX/UI experience design, and is structured through the design thinking cycle of research, ideation, empathy, prototyping, and testing. Students also learn to frame problems, guide outcomes, and critically evaluate AI-generated possibilities as a creative professional. Housed in the Department of Art, Design and Music in the newly renovated Gambrell Center, we firmly believe in civic engagement, interdisciplinary thinking, and cross-collaboration. With a comprehensive education that explores and encourages both historical precedence and experimentation, we are pushing the envelope to create multimedia dynamic designs that examine, understand, and define our environments.

PERKS OF BEING A GRAPHIC DESIGN MAJOR

▶▶ Dynamic Location

With more than 50 marketing and advertising agencies, Charlotte is a great place to study design. Our professors are well-connected in the Charlotte design community and beyond, opening ample opportunities for meaningful internships and job prospects.

▶▶ Faculty Active Expertise

Our professors produce design work that reaches local, national, and international audiences. Our small class sizes encourage camaraderie among students and provide a close-knit community of support.

▶▶ Global Emphasis

Queens has a robust study abroad program that will give you the opportunity to explore design with your class around the world.

CAREERS

Your graphic design degree will prepare you for careers in print and digital design, graduate-level design studies, and digital fine arts. Our graduates experience success in professional design careers at a wide range of regional companies:

- ▶▶ NASCAR
- ▶▶ Charlotte Hornets
- ▶▶ Lowes
- ▶▶ Wray Ward
- ▶▶ Titliest
- ▶▶ Spark Creative

INTERNSHIPS

- ▶▶ Advertising firms
- ▶▶ In-house creative departments
- ▶▶ Marketing firms

COMMONLY PAIRED MINORS

- ▶▶ Marketing
- ▶▶ Entrepreneurship and Innovation
- ▶▶ Studio Art

MAJOR COURSES

▶▶ Freshman Year

ARS 100 Foundations of Art and Design
GDN 100 Design Thinking and Creativity in the AI Era
GDN 110 Fundamentals of Graphic Design
GDN 220 Graphic Design History
ARS Choice

▶▶ Sophomore Year

GDN 211 Image Making & Illustration
GDN 212 Typography
GDN 213 Motion Graphics
GDN 215 Editorial Design
ARH 20X Art History

▶▶ Junior Year

GDN 310 Branding & Identity Design
GDN 313 User Experience Design
GDN 314 Interactive Design
GDN 429 Topics in Graphic Design

▶▶ Senior Year

GDN 450 Senior Capstone 1
GDN 451 Senior Capstone 2
ARH 30X Art History

"As a graphic design major, my relationship with my professors has opened doors that I never thought would be possible. From traveling abroad to engaging with real world clients, being a graphic design major has prepared me for the future!"

-Nathan Le '24

