

GRAPHIC COMMUNICATION MINOR

2007-2009

Are you interested in reinforcing your primary field of study and supplementing your major with knowledge in a dynamic and growing field?

If yes, you may be interested in the Graphic Communication Minor.

A minor in Graphic Communication will benefit students interested in pursuing careers in graphic communication or who anticipate using graphic communication, including electronic publishing, in another career. Students in the minor will have a competitive edge when applying for many jobs by understanding concepts, and gaining knowledge and skills in computer applications and desktop publishing. Additionally students develop an understanding of the interface between design and technology, document preparation, typography and specifying the processes and materials for a broad range of printing and publishing applications. Placement inquiries show that the competition for graphic communication positions is not between the students, but among companies seeking graduates. There are numerous career opportunities for graduates having skills developed in other Cal Poly majors when supplemented with a Graphic Communication minor.

Courses to Complete the Graphic Communication Minor (26 units)

Core Courses

GRC 101	Introduction to Graphic Communication (3)
GRC 202	Image Capture and Manipulation (3)
GRC 212	Substrates, Inks and Toners: Theory (3)
GRC 218	Digital Typography (4)
GRC 325	Binding and Finishing Processes: Theory (2)
GRC 328	Sheetfed Printing Technology (4)
GRC 377	Web and Print Publishing (GE Area F) (4)

Approved Electives

(Approved by Minor Coordinator)

Select 3 units from the following:

GRC 337	Consumer Packaging (3)
GRC 357	Specialty Printing Technologies (3)
GRC 361	Marketing and Sales Management for Print and Digital Media (4)
GRC 451	Management Topics in Graphic Communication (3)
GRC 452	Emerging Digital Topics in Graphic Communication (3)
GRC 453	Design Reproduction Topics in Graphic Communication (3)
GRC 470	Selected Advanced Topics (1 – 4)
GRC 472	Applied Graphic Communication Practices (2) (repeatable)

Applications are available in the Graphic Communication Department (26-207) and are accepted Fall, Winter and Spring quarters. The closing date for applications is the end of the third week of each quarter. You will be notified of your acceptance by the end of the quarter in which you apply.