

# Graphic Communication Minor

2009-2011

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 benefits students interested in pursuing careers in graphic communication or who anticipate using graphic communication in another career. Students in the minor have a competitive edge when applying for many jobs by understanding concepts, and gaining knowledge and skills in web and print media. Additionally, students develop an understanding of the interface between design and technology, web site and document preparation, typography, and specifying the processes and materials for a broad range of printing, web, digital media, and publishing applications. There are numerous career opportunities for graduates having skills developed in other Cal Poly majors when supplemented with a Graphic Communication minor.

Students should expect to take 3 GrC courses per academic year. After acceptance it should take approximately two years to complete the minor coursework. ***It is appropriate to apply for the GrC Minor if you anticipate being at Cal Poly at least two more years.***

## 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)

\* GrC 101 and GrC 377 are the only two GrC courses non-majors may enroll in.

### Approved Electives

*Approved by Minor Coordinator – Select 3 units from the following:*

GRC 331	Color Management and Quality Analysis (4)
GRC 337	Consumer Packaging (3)
GRC 357	Specialty Printing Technologies (3)
GRC 361	Marketing and Sales Management for Print and Digital Media (4)
GRC 388	Sustainable Communication 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 472	Applied Graphic Communication Practices (2) (repeatable)

Applications are available in the Graphic Communication Department (26-201) and are accepted Fall, Winter and Spring quarters. The closing date for applications is the end of the sixth week of Fall, Winter and Spring quarters. You will be notified of your acceptance during the second week of the following quarter. Upon acceptance you will be eligible to enroll in GrC classes during the subsequent quarter (eg: Apply by week six of Fall quarter, notified by week two of Winter quarter. If accepted, meet with the GrC Minor advisor during Winter quarter to