

Note: No Major, Support or Concentration courses may be selected as credit/no credit.

MAJOR COURSES		
GRC 101	Introduction to Graphic Communication	3
GRC 102	Orientation to Graphic Communication	2
GRC 201	Digital Publishing Systems	3
GRC 203	Digital File Preparation and Workflow	4
GRC 204	Introduction to Contemporary Print Management and Manufacturing	4
GRC 211	Materials for Graphic Communication Applications	4
GRC 301	Digital Photography and Color Management	4
GRC 316	Flexographic Printing Technology	3
GRC 318	Digital Typography for Print and Web	4
GRC 320	Managing Quality in Graphic Communication	4
GRC 328	Offset Printing Technology	4
GRC 331	Color Management	4
GRC 337	Consumer Packaging	4
GRC 338	Web Development and Content Management	4
GRC 361	Marketing and Sales Management for Print and Digital Media	4
GRC 372	Applied Graphic Communication Practices	2
GRC 402	Digital Printing and Emerging Technologies in Graphic Communication	3
GRC 404	Data Management, Estimating and Visualization in Graphic Communication	4
GRC 411	Strategic Trends and Profitability Issues in Print and Digital Media	4
GRC 422	Human Resource Management Issues for Print and Digital Media	4
Senior Project		
Select from the following:		3
GRC 461	Senior Project - Independent Study	
GRC 462	Senior Project	
GRC 463	Senior Project - Applied Practices	
Concentration Courses		29
Total Major Units		104

SUPPORT COURSES		
CHEM 110	World of Chemistry (B1 & B3) ¹	4
MATH 118	Precalculus Algebra (B4) ^{1,2}	4
PHYS 104	Introductory Physics (GE Electives) ¹	4
or PHYS 121	College Physics I (GE Electives) ¹	
STAT 217	Introduction to Statistical Concepts and Methods	4
Total Support Units		16

GENERAL EDUCATION		
Area A	English Language Communication and Critical Thinking	
A1	Oral Communication	4
A2	Written Communication	4
A3	Critical Thinking	4
Area B	Scientific Inquiry and Quantitative Reasoning	
B1	Physical Science (4 units in Support) ¹	0
B2	Life Science	4
B3	One lab taken with either a B1 or B2 course	
B4	Mathematics/Quantitative Reasoning (4 units in Support) ¹	0
Upper-Division B		4
Area C	Arts and Humanities ³	
Lower-division courses in Area C must come from three different subject prefixes.		
C1	Arts	4
C2	Humanities	4
Lower-Division C Elective - Select a course from either C1 or C2		4
Upper-Division C		4
Area D	Social Sciences - Select courses in Area D from at least two different prefixes	
D1	American Institutions (Title 5, Section 40404 Requirement)	4
D2	Lower-Division D	4
Upper-Division D		4
Area E	Lifelong Learning and Self-Development	
Lower-Division E		4
Area F	Ethnic Studies	
F	Ethnic Studies	4
GE Electives in Areas B, C, and D		
Select courses from two different areas; may be lower-division or upper-division courses.		
GE Electives (4 units B in Support) ¹		0
GE Electives (Area C or D)		4
Total GE Units		60
FREE ELECTIVES		0
TOTAL DEGREE UNITS		180

FOOTNOTES	
¹	Required in Major or Support; also satisfies General Education (GE) requirement.
²	MATH 116 and MATH 117 substitute.
³	Students in the User Experience/User Interface Concentration need to take a lower-division PHIL course in GE Area C.

Design Reproduction Technology Concentration		
ART 102	Art and Design Foundation Studies I	4
GRC 322	Advanced Digital Typography	3
GRC 347	Packaging Graphics Technology and Design	3
GRC 429	Mobile User Experience	3
GRC 439	Book Design Technology	4
GRC 440	Magazine Design Technology	4
Select from the following:		8
ART 313	Design History	
GRC 220	Introduction to Applied Social Media in GRC	
GRC 339	Web Design and Production	
GRC 400	Special Problems for Advanced Undergraduates	
GRC 451	Management Topics in Graphic Communication	
GRC 452	Emerging Technologies in Graphic Communication	
GRC 453	Design Reproduction Topics in Graphic Communication	
Other courses as approved by academic advisor		
Total Units		29

Graphic Communication Management Concentration		
BUS 207	Legal Responsibilities of Business	4
BUS 212	Financial Accounting for Nonbusiness Majors	4
BUS 418	Listening to the Customer	4
COMS 213	Organizational Communication	4
GRC 420	GRC in Integrated Marketing Communications	4
GRC 421	Production Management for Print and Digital Media	4
Select from the following:		5
BUS 303	Introduction to International Business	
BUS 310	Introduction to Entrepreneurship	
BUS 382	Leadership and Organizations	
ENGL 310	Corporate Communication	
GRC 220	Intro to Applied Social Media in Graphic Communication	
GRC 357	Specialty Printing Technologies	
GRC 451	Management Topics in Graphic Communication	
GRC 452	Emerging Technologies in Graphic Communication	
Other courses as approved by academic advisor		
Total Units		29

Individualized Course of Study		29
<p>This concentration consists of 29 units; 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 the concentration coordinator and department head, and provide written justification for the courses and the way they constitute a cohesive, integrated program of study. The list of courses serves as a contract between the student and the Graphic Communication Department.</p>		

Graphics for Packaging Concentration		
FSN 354	Packaging Function in Food Processing	3
GRC 357	Specialty Printing Technologies	3
GRC 421	Production Mgmt for Print and Digital Media	4
ITP 330	Packaging Fundamentals	4
ITP 408	Fiber-Based Packaging	4
Approved Electives		
Select from the following:		11
GRC 329	Tangible Interactive Product Development	
GRC 347	Packaging Graphics Technology and Design	
GRC 437	Advanced Consumer Packaging	
GRC 452	Emerging Technologies in Graphic Communication	
ITP 341	Packaging Polymers and Processing	
ITP 411	Packaging Sustainability	
ITP 430	Healthcare Packaging	
ITP 475	Distribution Packaging Dynamics	
Other courses as approved by academic advisor		
Total Units		29

User Experience/User Interface Concentration		
CPE/CSC 123	Introduction to Computing ¹	4
GRC 339	Web Design and Production	4
GRC 429	Mobile User Experience	3
PHIL 323	Ethics, Science and Technology ²	4
Advisor Approved Electives		
Select from the following:		14
BUS 458	Solving Big World Challenges	
CSC courses (any, up to 8 units)		
ENGR 234	Introduction to Design Thinking	
GRC 220	Intro to Applied Social Media in GRC	
GRC 322	Advanced Digital Typography	
GRC 329	Tangible Interactive Product Development	
GRC 340	Front-end Web Development	
GRC 347	Packaging Graphics Technology and Design	
GRC 400	Special Problems for Advanced Undergraduates	
GRC 433	User Experience Methods for Digital Innovation	
GRC 437	Advanced Consumer Packaging	
GRC 451	Management Topics in Graphic Communication	
GRC 452	Emerging Technologies in Graphic Communication	
GRC 453	Design Reproduction Topics in Graphic Communication	
Total Units		29

1 Only during Winter quarter may GRC students enroll in CPE/CSC 123.

2 The prerequisite requires a lower-division PHIL course in GE Area C.