

Student ID: _____
Student Name: _____
Adviser Name: _____

Catalog: 2025-2026 Undergraduate Catalog
Date: _____

Graphic Communications, BS

Program Description

The Bachelor of Science degree in Graphic Communications prepares students for professional careers in printing, publishing, packaging graphics, digital media, content creation, and the greater communication industry. The curriculum takes a holistic approach moving students from creative concept to actualization. With courses considering all major printing and visual communication processes, the program provides students with the opportunity to learn and grow in both an educational and a professional setting, including two internships that provide exceptional real world experience and career preparation.

The required specialty areas of study allow students to develop in-depth knowledge and skills in specific areas of graphic communications. Coursework is heavily oriented around laboratory performance, which stresses the development of problem-solving skills in a broad cross-section of graphic mediums. With a keen understanding of the industry and a network of passionate alumni, the program has a unique grasp on the professional world. This broad and balanced education leads to in-demand careers across a wide variety of fields.

The Graphic Communications program is designed to be completed in four years (eight semesters and one or two summers). While students must take one internship during a fall or spring semester, one or two summers are typically used to make up for that semester. The department schedules courses in summers for that purpose. Taking a reduced load per term or other circumstances could extend the time needed to meet graduation requirements.

Policy on Advancement in Graphic Communications

Graphic Communications majors must earn a C or better in prerequisite GC courses before enrolling in the next level GC course. Registration priority is given to those students for whom the course is a requirement.

Change of Major into Graphic Communications

Students who change majors into Graphic Communications must have completed at least 12 credit hours at Clemson, must have a 2.0 minimum cumulative grade-point average, and must have earned a B or better in GC 1020.

Program Requirements

Freshman Year

First Semester

Course Name	Credit Hours		First Semester	Second Semester
GC 1010 - Orientation to Graphic Communications	1 Credit			
GC 1020 - Introduction to Digital Graphics	2 Credits			
GC 1050 - Application of Digital Graphics	2 Credits			
PSYC 2010 - Introduction to Psychology	3 Credits			
<ul style="list-style-type: none"> Approved Laboratory Science Requirement 4 Credits ¹ Specialty Area Requirement 3 Credits ² 				

Credit Hours: 15

Second Semester

Course Name	Credit Hours		First Semester	Second Semester
ENGL 1030 - Composition and Rhetoric	3 Credits			
ENSP 2000 - Introduction to Environmental Science	3 Credits			
GC 1040 - Graphic Communications I	4 Credits			
STAT 2220 - Statistics in Everyday Life	3 Credits			
or				
STAT 2300 - Statistical Methods I	3 Credits			
or				
STAT 3090 - Introductory Business Statistics	3 Credits			
or				
STAT 3300 - Statistical Methods II	3 Credits			
<ul style="list-style-type: none"> South Carolina REACH Act Requirement 3 Credits ³ 				

Credit Hours: 16

Sophomore Year

First Semester

Course Name	Credit Hours		First Semester	Second Semester
ACCT 2010 - Financial Accounting Concepts	3 Credits			
GC 2070 - Graphic Communications II	4 Credits			
MGT 2010 - Principles of Management	3 Credits			
PKSC 1020 - Introduction to Packaging Science	2 Credits			
• Arts and Humanities (Literature) Requirement 3 Credits ⁴				

Credit Hours: 15**Second Semester**

Course Name	Credit Hours		First Semester	Second Semester
ACCT 2020 - Managerial Accounting Concepts	3 Credits			
ECON 2000 - Economic Concepts	3 Credits			
or				
ECON 2110 - Principles of Microeconomics	3 Credits			
GC 2400 - Introduction to Web Design and Development	3 Credits			
GC 3460 - Ink and Substrates	3 Credits			
• Global Challenges Requirement 3 Credits ⁴				

Credit Hours: 15**Summer**

Course Name	Credit Hours		First Semester	Second Semester
COOP 2010 - Co-Op Education ⁵	0 Credits			
GC 3500 - Graphic Communications Internship I ⁵	1 Credit			

Credit Hours: 1**Junior Year****First Semester**

Course Name	Credit Hours		First Semester	Second Semester
GC 3400 - Digital Imaging	4 Credits			
GC 4060 - Package and Specialty Printing	4 Credits			
MKT 3010 - Principles of Marketing	3 Credits			
• Oral Communication Requirement 3 Credits ⁴				
• Elective 1 Credit				

Credit Hours: 15**Second Semester**

Course Name	Credit Hours		First Semester	Second Semester
GC 3800 - Junior Seminar in Graphic Communications	1 Credit			
GC 4400 - Commercial Printing	4 Credits			
PCID 3040 - Business Communication and Information Design	3 Credits			
or				
PCID 3140 - Technical Communication and Information Design	3 Credits			
• Arts and Humanities (Non-Literature) Requirement 3 Credits ⁴				
• Specialty Area Requirement 3 Credits ²				

• Elective 1 Credit				
Credit Hours: 15				
Summer				
Course Name	Credit Hours		First Semester	Second Semester
COOP 2020 - Co-Op Education ⁵	0 Credits			
GC 4500 - Graphic Communications Internship II ⁵	1 Credit			
Credit Hours: 1				
Senior Year				
First Semester				
Course Name	Credit Hours		First Semester	Second Semester
GC 4440 - Current Developments and Trends in Graphic Communications	4 Credits			
<ul style="list-style-type: none"> Global Challenges Requirement 3 Credits ⁴ Graphic Communication Technical Requirement 6 Credits ⁶ Specialty Area Requirement 2 Credits ² 				
Credit Hours: 15				
Second Semester				
Course Name	Credit Hours		First Semester	Second Semester
GC 4480 - Planning and Controlling Printing Functions	3 Credits			
GC 4800 - Senior Seminar in Graphic Communications	1 Credit			
<ul style="list-style-type: none"> Specialty Area Requirement 4 Credits ² Elective 4 Credits 				
Credit Hours: 12				
Total Credits: 120				
Footnotes ¹ Select CH 1010, or CH 1050, or both PHYS 1220/PHYS 1240, or PHYS 2000, or both PHYS 2070/PHYS 2090. ² Graphic Communications majors must complete a specialty area consisting of 12 credits beyond the coursework required for the major. Students must select ONE of the following two ways to satisfy this requirement: (1) declare and complete any minor allowed by the major; or (2) complete 12 credits of coursework selected from the following: Any BIOL, CH or PHYS courses that satisfy the General Education Natural Science with Laboratory Requirement or ART 1030, ART 2130, ART 2150, ART 3130, ART 3150, ART 4130, ART 4150, COMM 1010, COMM 2010, COMM 3280, COMM 3680, DPA 3070, DPA 4000, DPA 4010, DPA 4020, DPA 4030, ECON 3060, ENGL 3570, ENGL 4500, ENGL 4510, GC 1990, GC 2510, GC 2990, GC 3450, GC 3510, GC 3600, GC 3620, GC 3720, GC 3730, GC 3760, GC 3990, GC 4070, GC 4510, GC 4900, GC 4990, MGT 3060, MGT 3180, MGT 3500, MGT 3510, MGT 4110, MGT 4500, MGT 4540, MKT 3020, MKT 3240, MKT 3250, MKT 3980, MKT 4220, MKT 4240, MKT 4430, MKT 4950, PKSC 2200, PKSC 3200, PKSC 4990, THEA 2670, THEA 2780, THEA 3670, THEA 4670, THEA 4870, THEA 4880, any CPSC science at the 2000 level or higher, any CHE, ECE, ENGR, IE, ME, or MSE course, or any two-semester modern language sequence. NOTE: A maximum of four credits of BIOL, CH and PHYS courses may be used to satisfy this requirement in option two. ³ See the South Carolina REACH Act Requirement in the Academic Regulations section. ⁴ See General Education Requirements. ⁵ One internship must be in a fall or spring semester (summer -at least 12 weeks; fall/spring-at least 15 weeks). GC 4550 will not substitute for GC 4500. ⁶ Select from GC 1990, GC 2990, GC 3450, GC 3600, GC 3620, GC 3990, GC 4070, GC 4450, GC 4510, GC 4900, GC 4990.				