

# EXPERIENTIAL GRAPHIC DESIGN (EGDN), BACHELOR OF SCIENCE

At Dunwoody College of Technology, the Experiential Graphic Design bachelor's degree combines visual storytelling with spatial design to train designers who understand how to create for physical and virtual 3D spaces. Through hands-on projects, students develop the tools and skills to create compelling environmental graphics, wayfinding systems, branded spaces, and interactive installations. Graduates from this four-year program will be ready to work in graphic design, exhibit design, multimedia, and 3D design.

During the program, students will develop design skills in 2D and 3D graphics, experiential branding, user interfaces, and built environments, using industry-standard tools, including Adobe Creative Suite and CAD software. They will learn to apply the design process and design principles to the creation and fabrication of permanent and temporary structures, experiences, and applications, including: trade exhibits, retail displays, museum attractions, hospitality interactions, and digital and motion designs. An emphasis is placed on sustainable design, along with utilizing standards that protect the health, safety, and well-being of stakeholders.

Coursework includes such topics as Production Design, Packaging Design, Display Studio, UX/UI Design, Lighting Design, and 4D Design.

Arts & Sciences courses enhance and support the technical coursework.

Students complete a capstone project that demonstrates their skills in the field of Experiential Graphic Design.

**Credential Earned:** BS

**Length of Program:** 4 years (8 semesters)

**Classes Offered:** Day on Campus

**Available Starts:** Fall Semester only

## Program Outcomes

- Communicate visually and verbally with a variety of stakeholders.
- Apply knowledge of human experience and global context to design solutions.
- Apply the design process and the principles and elements of Design.
- Utilize standards that protect the health, safety, and well-being of stakeholders.
- Demonstrate knowledge of and responsibility for sustainable Design.

## Degree Requirements

Code	Title	Credits
<b>General Requirements</b>		
ARTS1250	History of Design	3
HUMN3400	Global Design History	3
SOCSCI	Social Science Elective	3
MATH/ NSCI	Math/Natural Science Elective	3
COMM	Communications Elective	3
GENELEC	General Electives	15
<b>Technical Requirements</b>		
SODN1011	Foundation Studio	5
SODN1012	Design Representation	3
EGDN1013	Production Design	3
EGDN1014	Industry and Profession	1
EGDN1021	Typography Studio	5
SODN1022	Packaging Design	3
SODN1023	Design Principles	3
EGDN2011	Display Studio	5
EGDN2012	Design Systems	3
SODN2014	UX/UI Design	3
EGDN2021	EXPO Studio	5
EGDN2022	Multimedia	3
SODN2023	Portfolio Design	3
EGDN3011	Merchandise Studio	5
SODN3012	Sustainable Design	3
SODN3014	Surface Design	3
SODN3015	2D Design	1
SODN3021	Branding Studio	5
EGDN3022	Advanced Typography	3
SODN2022	Lighting Design	3
SODN3024	3D Design	1
EGDN4011	Exhibits Studio	5
SODN4012	Design Research	3
SODN3013	Universal Design	3
SODN4014	4D Design	1
EGDN4021	Capstone Studio	5
SODN4022	Designing Careers	3
SODN4024	Design Communication	1
<b>Total Credits</b>		<b>120</b>