

## Minor regulations – 2021-2022

### 1. Name minor: Graphic Design

### 2. English name: Graphic Design

### 3. Content of minor

Graphic design is the most pervasive art in our world today. It is spread throughout the branches of almost every entity in our lives. Take a look at the logo of your favorite jeans, the website you are browsing or the advertising signs you pass by while traveling. Graphic design is meant to beautify, to solve problems of communication, to create awareness, to inform, to inspire and to entertain. Simply put: graphic design touches everything we see and do. It is the art of visualizing ideas.

You will shape stories and messages that are creative and thought provoking, but also well researched and well executed. The minor in graphic design provides the necessary skill set needed in visual communication and the tools to contribute and work with marketing campaigns and creative professionals. Interdisciplinary courses in communication and art will help you develop your ability to verbalize creative ideas on a variety of platforms.

The program offers you many ways to build an impressive portfolio, as you will be working on design projects for actual organizations. The minor in Graphic Design requires 4 days of study/work a week (inspiration sessions, project work, skills labs, coaching, field trips, design conference) and will supplement majors from:

- Communication
- Marketing
- Computer science
- Business
- Other fields

#### *Program Learning Outcomes*

**1. Critical Thinking & Context** - The ability to describe, analyze, problematize, position and criticize visual art and graphic design.

**2. Concept & Creative Process** - The skill to translate abstract concepts and ideas visually and apply high technical standards in design, in print and on the web.

**3. Creating Capacity** - The skill to understand and apply high technical standards in design, photography and typography, in print and on the web.

**4. Presentation & Persuasion** - The skill to communicate with clients, graphic designers, advertising professionals, web designers and printers.

**5. Professional Practice** - The ability to demonstrate the professional awareness and preparation necessary to enter the design workspace.

#### *Resume for diploma supplement*

The minor in graphic design provides the necessary skill set needed in visual communication and the tools to contribute and work with marketing campaigns and creative professionals. Interdisciplinary courses in

communication and art help developing the ability to verbalize creative ideas on a variety of platforms. The program offered different ways for the student to build an impressive portfolio, as they work on design projects for actual organizations.

#### **4. Education components** (see article 16 general section of the TER)

The program consists of 30 credits (ECTS), equivalent to 840 hours of study, divided into three units:

##### **Commercial (420 hours of study)**

You will be working (individually and in teams) on design projects for actual organizations. Acquisition, briefings, brainstorming, design, project management, pitching and billing are part of this unit. The money that is earned will be used for a study trip. All projects, including the creative and business processes, will be bundled in a group dossier.

##### **Conceptual (280 hours of study)**

You will be working on a personal design project within the theme Design for Good. You will create your own story and choose your own graphic visuals to tell that story. Your project will be showcased in an exhibition for academic and non-academic audiences. The creative process will be documented in a concept guide.

##### **Personal (140 hours of study)**

The portfolio is one the most essential marketing pieces a designer can have. It will usually have the most impact on the ability to impress clients and employers. With that in mind, you will be creating your own print and web portfolio with projects that showcase your skills and creativity. You present your portfolio and personal design journey during an individual assessment.

#### **5. Enrolment in the minor**

##### **International students**

Applications should always be submitted via the International Exchange (or Erasmus) Officer at the home university. This officer will send your application request (nomination) to Fontys. Once Fontys has accepted the application, your Fontys study department will send you a link to a web application called Mobility Online. Added to the link you will receive all necessary information and a manual. Please take a look at [this website](#) to see how it works.

##### **Fontys and Dutch UAS students**

Fontys students need to apply via [Progress](#). Dutch UAS students, apply for this minor via <https://www.kiesopmaat.nl>.

##### **Deadline for applying:**

Dutch students: October 18, 2021

Erasmus (exchange) students: October 30, 2021

Due to the limited number of places available a selection will be done after the application deadline.

Students will be advised of their acceptance or refusal before November 5, 2021.

### **Motivational letter**

For your application we would like to receive a motivation (in any form) in which the following questions will be answered:

- Who are you?
- Why are you applying for Graphic Design?
- What do you want to learn during the program?
- Could you rate your own design skills?

**Once you are admitted to Graphic Design, you will receive a digital package with online tutorials to prepare for the program.**

### **6. Overview of tests and registration for tests** (see articles 18 and 22 general section of the TER)

Test	Form	Individual or group	Grade
Commercial	Report	Group	1-10
Conceptual	Report + end product	Individual	1-10
Personal	Report + assessment	Individual	1-10

### **7. Passing the minor** (see article 19 (3) general section of the TER)

The student will have passed the minor if he has passed all the exams/assignments/projects with a 5.5 or higher on a scale of 1-10.

### **8. Examination Board** (see article 38 general section of the TER)

M. van Rooijen  
M. Westbeek  
B. Kersemaekers  
M. Derks  
R. Bax  
A. Telen

Contact: <https://connect.fontys.nl/instituten/feht/algemeen/Excie/Paginas/default.aspx>

### **9. Validity**

This information is valid for the school year 2021-2022.

### **10. Entry requirements minor**

To participate in the minor, the student must have passed the propaedeutic phase or have permission from the examination committee of his study program to follow the minor Graphic Design. Selection will take place on basis of motivation, which must be submitted in advance before the deadline in any form.

**11. Not accessible for**

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**No other requirements are to be met for participation in the minor or passing the minor than mentioned in these minor regulations.**