Graphic Information Technology, B.S.
Students in the BS Graphic Information Technology program select a primary and secondary focus area, each consisting of 12 hours of focused courses (minimum 6 hours of upper division).

**Primary Focus Area Options**

**Focus Area: Commercial Photography and Video (select 4 courses):**

(ground only)
- GIT 294: Intro to Video Content
- GIT 295: Introduction to Technical Imaging
- GIT 334: Image Capture and Manipulation
- GIT 394: Advanced Video Techniques
- GIT 394: Special Topics or GIT 494: Special Topics
- GIT 490: Advanced Commercial Photography

**Focus Area: Digital Design, Print, and Publishing (select 4 courses):**

(ground only)
- GIT 333: Printing Technology
- GIT 334: Image Capture and Manipulation
- GIT 437: Color Reproduction Systems
- GIT 450: Digital Workflow in Graphic Industries
- GIT 494: Digital Publishing Seminar

**Focus Area: 2D/3D Animation (select 4 courses):**
- GIT 211: Introduction to Video Game Art
- GIT 312: 3-D Computer Graphics Modeling and Representation (CS)
- GIT 334: Image Capture and Manipulation
- GIT 411: Computer Animation

**Focus Area: Web Design and Development (select 4 courses):**
- GIT 414: Web Site Design and Internet/Web Technologies
- GIT 417: Advanced Web Markup and Scripting
- GIT 418: Multimedia Authoring, Scripting, and Production
- GIT 402: New Media Internet Technologies
- GIT 435: Website and E-Commerce Strategies
- GIT 494: Information Design and Usability
Graphic Information Technology, B.S.

**Sample Secondary Focus Area Options – Ground and Online**

**Focus Area – Entrepreneurship (select 4 courses)**
(Courses marked with “*” are recommended due to prerequisite consideration)
TEM 200: My Technology Venture
TEM 230: Creativity and Business Innovation
*TEM 311: Opportunity Analysis
*TEM 330: Systems Innovation
TEM 400: Technology Entrepreneurship
*TMC 310: Promotion of the Enterprise
*TMC 320: Funding the Enterprise

**Focus Area – Marketing (select 4 courses)**
MKT 390: Essentials of Marketing
MKT 391: Essentials of Selling
MKT 395: Essentials of Advertising and Marketing Communication
MKT 396: Essentials of Services Marketing
MKT 397: Essentials of Global Marketing

**Focus Area - Multimedia Writing (select 4 courses)**
TWC 301: Fundamentals of Writing for Digital Media (L)
TWC 347: Written Communication for Managers (L)
TWC 401: Principles of Technical Communication (L)
TWC 411: Principles of Visual Communication (L)
TWC 452: Information in the Digital Age

**Focus Area - Usability/Psychology (select 4 courses)**
PSY 290: Research Methods (L or SG)
PSY 323: Sensation and Perception
PSY 324: Memory and Cognition
PSY 437: Human Factors (L)
PSY 438: Human-Computer Interaction