

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

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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