

I. GENERAL EDUCATION 44

II. MAJOR REQUIREMENTS 72

*An overall 2.0 GPA is required in the major. 18 sh must be completed at Appalachian.
 Students are strongly encouraged to take an introductory computer course before starting GAIT courses.*

Multidisciplinary Courses (33 sh)

- ART 1011____(3) Design Fundamentals I or ART 1013____ (3) Drawing Fundamentals
- COM 2101____(3) Public Speaking (C Minimum)
- *ECO 2030____(3) Principles of Economics-Price Theory (**Gen Ed theme: H&S: This American Life**)
- ENG 3100____(3) Business Writing (**Pre: ENG 3090 recommended**)
- FIN 3010____(3) Survey of Finance
- OR
- FIN 3680____(3) Introduction to Finance (**Prerequisites: ACC 2100, MAT 1030, or MAT 1110**)
- LAW 2150____(3) Legal Environment of Business
- MGT 3010____(3) Survey of Management
- OR
- MGT 3060____(3) Understanding Entrepreneurship
- MKT 3050____(3) Principles of Marketing (**Prerequisite: ECO 2030**)
- POM 3650____(3) Production and Operations Management
- *TEC 2029____(3) Society and Technology (**Gen Ed theme: LtoG: Sustainability and Global Change**)
- TEC 4103____(3) Leadership in Technical Settings

Graphic Arts and Imaging Technology Block (24 sh)

- GRA 1012____(3) Graphic Communications I
- GRA 1222____(3) Introduction to Flexography
- GRA 2012____(3) Graphic Communications II (**Prerequisite: GRA 1012**)
- GRA 2102____(3) Electronic Prepress
- GRA 3102____(3) Electronic Imaging
- GRA 3622____(1) Graphic Communications Seminar (WID) (**Prerequisite: Junior Standing**)
- GRA 4112____(1) Technical Assistant (**Prerequisite: Junior or Senior Standing**)
- GRA 4558____(3) Digital Printing and Publishing (**Prerequisite: GRA 3102**)
- GRA 4622____(1) Current Trends in Graphic Communications Seminar (**Prerequisite: Senior Standing**)
- TEC 3900____(3) Industry Internship (Approved) (**Prerequisite: 16 sh of courses in the major must be completed**)

Students may choose one of the following specializations:

Print Production Specialization (15 sh)

- GRA 3112____(3) Substrates, Inks & Colorimetry (**Prerequisite: GRA 2012**)
- GRA 3772____(3) Print Production Analysis and Control (**Prerequisite: GRA 3112**)
- GRA 4566____(3) Advanced Flexographic Printing Methods (**Prerequisites: GRA 1222, GRA 3102**)
- GRA 4591____(3) Advanced Offset Printing Methods (**Prerequisites: GRA 2012, GRA 3102**)
- TEC 4900____(3 sh min) Industry Internship (Approved) (CAP)

Graphic Imaging Technologies Specialization (15 sh)

- GRA 3312____(3) 3D Imaging and Animation
- GRA 3512____(3) Web Development for Graphic Communications
- GRA 4512____(3) Advanced Electronic Imaging/Cross Media (**Prerequisite: GRA 3102**)
- GRA 4522____(3) Advanced 3D Imaging and Animation (**Prerequisite: GRA 3312**)
- TEC 4900____(3 sh min) Industry Internship (Approved) (CAP)

III. MINOR NOT REQUIRED

IV. FREE ELECTIVES (to total a minimum of 122 sh) 6-12
2 sh of free electives outside the major discipline are required. 122-128
 *Note: ECO 2030 and TEC 2029 taken for the major may count toward General Education. -up to 6

Freshmen entering this program are required to have a Macintosh laptop computer.