The B.S. in Communication with a Concentration in Graphic Design provides a curriculum for undergraduate students who seek professional careers in the authorship and design of information for communication purposes. This concentration provides a focused study in communication design for print and digital media and prepares students for a 21st century professional career developing and designing communication experiences for the good of society.

Students in this concentration will develop key competencies that include:

- Identifying communication problems in society and using design resources to address them
- Describing and responding to the varied users and contexts that communication solutions address, including recognition of the physical, cognitive, cultural, and social human factors that shape design decisions
- Understanding technology and its role in the creation, reproduction, and distribution of information for communication purposes
- Gathering user feedback throughout the design process—from conception through to production and interpretation
- Documenting and managing an iterative, user-centered, design research process that entails generating multiple solutions to a communication problem
- Researching and gathering relevant information that shapes the form and function of communication design concepts
- Evaluating the communication effectiveness of design outcomes
- Verbally and visually presenting information professionally

The concentration requires a total of 124 credit hours. It consists of 52 credit hours of major requirements: 24 credit hours of free electives; and the Rensselaer requirements of 24 credit hours in the humanities, arts, and social sciences and 24 credit hours in math and science.