

# BSD: Visual Communication Design (VCD)

## MAJOR REQUIREMENTS - 72 HRS

### ACADEMIC REVIEW - SELECTION TO DESIGN FOUNDATIONS PROGRAM

#### Year One

##### Autumn - 9 hrs

- DESIGN 2110: Design Fundamentals 1, 3 hrs
- DESIGN 2310: Visualization Principles 1, 3 hrs
- DESIGN 2700: Intro to Design Practice, 3 hrs

##### Spring - 9 hrs

- DESIGN 2130: Design Fundamentals 2, 3 hrs
- DESIGN 2330: Visualization Principles 2, 3 hrs
- DESIGN 2750: Design History, 3 hrs ■

### PORTFOLIO REVIEW - SELECTION TO BSD MAJOR PROGRAM

#### Year Two

##### Autumn - 12 hrs

- DESIGN 3103: Intro to Vis Com Design 1, 3 hrs
- DESIGN 3200: Design Research 1, 3 hrs ▲
- DESIGN 3403: Design Media 1 for Vis Comm Design, 3 hrs
- DESIGN 3503: Typographic Design, 3 hrs

##### Spring - 9 hrs

- DESIGN 3153: Intro to Vis Com Design 2, 3 hrs
- DESIGN 3453: Design Media 2 for Vis Comm Design, 3 hrs
- DESIGN 3553: Materials + Processes for VCD, 3 hrs ■

#### Year Three

##### Autumn - 9 hrs

- DESIGN 4103: Intermediate Vis Com Design 1, 3 hrs
- DESIGN 4200: Design Research 2, 3 hrs ▲ ●
- DESIGN 4403: Design Media 3 for Vis Comm Design, 3 hrs

##### Spring - 9 hrs

- DESIGN 4153: Intermediate Vis Com Design 2, 3 hrs
- DESIGN 4650: Collaborative Design, 3 hrs
- DESIGN 4750: Professional Practices, 3 hrs ●

#### Year Four

##### Autumn - 9 hrs

- DESIGN 5103: Advanced Vis Com Design 1, 3 hrs
- DESIGN 5203: Design Research 3 for VCD, 3 hrs ▲
- DESIGN 5803: Design Seminar for Vis Comm Design, 3 hrs

##### Spring - 6 hrs

- DESIGN 5650: Advanced Collaborative Design, 3 hrs
- DESIGN 5453: Vis Com Design Media 4, 3 hrs

Courses in **DESIGN** must be taken in listed term, in this order.

## COLLEGE SURVEY - 1 HR

- ARTSSCI 1100.09: College Survey - Design, 1 hr

## GENERAL EDUCATION (GE2) - 32-39 HRS

### Bookend Seminars - 2 hrs

- GENED 1201: GE Launch Seminar, 1 hr
- GENED 4001: GE Reflections Seminar, 1 hr

### Foundations- 22-25 hrs

- Writing and Information Literacy, 3 hrs
- Mathematical and Quantitative Reasoning, 3-5 hrs
- Literary, Visual and Performing Arts, 3 hrs
- Historical and Cultural Studies, 3 hrs
- Natural Science, 4 hrs
- Social and Behavioral Sciences, 3 hrs
- Race, Ethnic and Gender Diversity, 3 hrs

### Thematic Pathways - 8-12 hrs

- Citizenship for a Diverse World, 4-6 hrs
- Student Choice Thematic Pathway, 4-6 hrs

## REQUIRED HISTORY OF ART MINOR - 15 hrs

### Lower Division - 6-9 hrs

- DESIGN 2750: Design History, 3 hrs (overlap w/ Major)
- Choose up to 2 courses HISTART 2000-3999

### Upper Division - 6-9 hrs

- Choose at least 2 courses from:
  - DESIGN 5750: Advanced Design History, 3 hrs
  - HISTART 4000-5999

## COLLEGE OF ARTS AND SCIENCES

### DEGREE REQUIREMENTS

- Minimum 121 total earned hrs
- Major GPA of 2.5 or higher
- Minor GPA of 2.0 or higher
- Cumulative GPA of 2.0 or higher

### EMBEDDED LITERACIES

Data Analysis = ▲

Advanced Writing = ●

Technology = ■

# **BSD: Visual Communication Design (VCD)**

## **SAMPLE SCHEDULE**

Courses in ***Bold*** must be taken in listed term

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### **FIRST YEAR**

#### **Autumn - 16 hrs**

**ARTSSCI 1100.09: Design Survey, 1 hr**  
**DESIGN 2110: Design Fundamentals 1, 3 hrs**  
**DESIGN 2310: Visualization Principles 1, 3 hrs**  
**DESIGN 2700: Intro to Design Practice, 3 hrs**  
GE COURSE - FOUNDATION, 3 hrs  
GE COURSE - FOUNDATION, 3 hrs

#### **Spring - 16 hrs**

**GENED 1201: Launch Seminar, 1 hr**  
**DESIGN 2130: Design Fundamentals 2, 3 hrs**  
**DESIGN 2330: Visualization Principles 2, 3 hrs**  
***DESIGN 2750: Design History, 3 hrs \****  
GE COURSE - FOUNDATION, 3 hrs  
GE COURSE - FOUNDATION, 3 hrs

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### **SECOND YEAR**

#### **Autumn - 16 hrs**

**DESIGN 3103: Intro to Vis Com Design 1, 3 hrs**  
**DESIGN 3200: Design Research 1, 3 hrs**  
**DESIGN 3403: Design Media 1 for Vis Comm Design, 3 hrs**  
**DESIGN 3503: Typographic Design, 3 hrs**  
GE COURSE - FOUNDATION, 4 hrs

#### **Spring - 15 hrs**

**DESIGN 3153: Intro to Vis Com Design 2, 3 hrs**  
**DESIGN 3453: Design Media 2 for Vis Comm Design, 3 hrs**  
**DESIGN 3553: Materials + Processes for VCD, 3 hrs**  
GE COURSE - FOUNDATION, 3 hrs  
GE COURSE - FOUNDATION, 3 hrs \*

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### **THIRD YEAR**

#### **Autumn - 15 hrs**

**DESIGN 4103: Intermediate Vis Com Design 1, 3 hrs**  
**DESIGN 4200: Design Research 2, 3 hrs**  
**DESIGN 4403: Design Media 3 for Vis Comm Design, 3 hrs**  
GE COURSE - THEME, 3 hrs  
HISTART MINOR COURSE, 3 hrs

#### **Spring - 15 hrs**

**DESIGN 4153: Intermediate Vis Com Design 2, 3 hrs**  
**DESIGN 4650: Collaborative Design, 3 hrs**  
**DESIGN 4750: Professional Practices (weeks 1 to 7), 3 hrs**  
GE COURSE - THEME, 3 hrs  
HISTART MINOR COURSE, 3 hrs

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### **FOURTH YEAR**

#### **Autumn - 15 hrs**

**DESIGN 5103: Advanced Vis Com Design 1, 3 hrs**  
**DESIGN 5203: Design Research 3 for VCD, 3 hrs**  
**DESIGN 5803: Design Seminar for VCD, 3 hrs**  
GE COURSE - THEME, 3 hrs  
HISTART MINOR COURSE, 3 hrs

#### **Spring - 13 hrs**

**GENED 4001: Reflection Seminar, 1 hr**  
**DESIGN 5650: Advanced Collaborative Design, 3 hrs**  
**DESIGN 5453: Vis Com Design Media 4, 3 hrs**  
GE COURSE - THEME, 3 hrs  
HISTART MINOR COURSE, 3 hrs

\* *Overlap with Required HistArt Minor*