

College of Visual and Performing Arts | Department of Design | 2022-23

BACHELOR OF DESIGN (BDes) GRAPHIC DESIGN – 120 credits

| Year 1 FALL SEMESTER | | | 14 credits | Year 1 SPRING SEMESTER | | | 16 credits |
|----------------------|--|---|------------|------------------------|---|---|------------|
| ACAD 101 | Principles of the Learning Academy | 1 | | HMXP 102 | The Human Experience: Who Am I? | 3 | |
| WRIT 101 | Composition: Introduction to Academic Discourse | 3 | | ARTH 175 | Intro to Art History - Prehistory Through Middle Ages | 3 | |
| VCOM 101 | Visual Communications Seminar | 1 | | PESH ____ | Physical Activity course | 1 | |
| DESF 120 | Design Drawing | 3 | | DESF 154 | Design and Color | 3 | |
| DESF 101 | Design Process, Methods & Mindsets | 3 | | VCOM 151 | Design Fundamentals | 3 | |
| DESF 161 | Introduction to Computer Imaging | 3 | | VCOM 258 | Introduction to Typography | 3 | |
| Year 2 FALL SEMESTER | | | 15 credits | Year 2 SPRING SEMESTER | | | 16 credits |
| CRTW 201 | Critical Reading, Thinking and Writing | 3 | | Quantitative Skills | Math course, e.g. MATH 111 or 112 | 3 | |
| ARTH 176 | Intro to Art History - Renaissance to the Present | 3 | | VCOM 301 | Visual Communication Seminar I | 1 | |
| BADM 180 or FINC 211 | Contemporary Business Issues or Personal Finance | 3 | | VCOM 262 | Introduction to Web Design | 3 | |
| DESF 222 | Visual Thinking and Symbolic Communication | 3 | | VCOM 388 | Graphic Arts Production Practices | 3 | |
| VCOM 259 | Introduction to Graphic Design | 3 | | VCOM 374 | History of Graphic Design and Illustration | 3 | |
| DESF 300 | Specialization Portfolio Review | 0 | | IMCO 341 | Advertising Principles | 3 | |
| Year 3 FALL SEMESTER | | | 16 credits | Year 3 SPRING SEMESTER | | | 16 credits |
| PLSC 201 or ECON 103 | Constitution & Social Science, either PLSC 201 or ECON 103 | 3 | | VCOM 401 | Visual Communication Seminar II | 1 | |
| Natural Science | Lab Science, e.g. BIO 150 & 151 or GEOL 110 & 113 | 4 | | VCOM 340 or 444 | Professional Internship or Studio 351 | 3 | |
| VCOM 355 | Design Concepts | 3 | | VCOM 362 or 363 | Multimedia Design or Interactive Multimedia | 3 | |
| VCOM 358 | Intermediate Typography | 3 | | VCOM 453 | Corporate Branding | 3 | |
| Design History | Any appropriate course in Art or Design history | 3 | | VCOM 455 | Three-Dimensional Graphic Design | 3 | |
| | | | | WRIT 465 | Preparation of Oral and Written Reports | 3 | |
| Year 4 FALL SEMESTER | | | 15 credits | Year 4 SPRING SEMESTER | | | 12 credits |
| Social Science | Second Social Science course, e.g. PSYC 101 or SOCL 101 | 3 | | VCOM 501 | Visual Communication Seminar III | 1 | |
| Science or Math | Different Science or Math, e.g. PHYS 253 or MATH 141 | 3 | | VCOM 487 | Senior Thesis II | 2 | |
| Electives | Any courses of interest | 4 | | VCOM 578 | Professional Portfolio and Practices | 3 | |
| Directed Elective | Any appropriate VCOM, ARTS, DIFD elective | 3 | | Directed Elective | Any appropriate VCOM, ARTS, DIFD elective | 3 | |
| VCOM 486 | Senior Thesis I | 2 | | Directed Elective | Any appropriate VCOM, ARTS, DIFD elective | 3 | |