

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	
				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	