

BACHELOR OF DESIGN (B.Des.), GRAPHIC DESIGN - 120 CREDITS
KEY General Education courses ■
Major courses ■

YEAR 1			YEAR 1		
FALL SEMESTER			SPRING SEMESTER		
14 crs			16 crs		
ACAD 101	Principles of the Learning Academy	1	HMPX 102	The Human Experience: Who Am I?	3
WRIT 101	Composition: Intro to Academic Discourse	3	ARTH 175	Introduction to Ancient and Medieval Art	3
VCOM 101	Visual Communications Seminar	1	PESH ____	Physical Activity course: PESH 100 level or DANA	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			YEAR 2		
FALL SEMESTER			SPRING SEMESTER		
15 crs			16 crs		
CRTW 201	Critical Reading, Thinking & 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			YEAR 3		
FALL SEMESTER			SPRING SEMESTER		
16 crs			16 crs		
PLSC 201 or ECON 103	Constitution & Social Science, either PLSC 201 or ECON103	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			YEAR 4		
FALL SEMESTER			SPRING SEMESTER		
15 crs			12 crs		
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