

Visual Communication Design (58 units)

CORE PREREQUISITES 7 units (Required)

Substitutions

- ___ DES 323 VISUAL DESIGN LITERACY (3) This course may not be substituted
- ___ DES 356 HISTORY OF DESIGN AND TECHNOLOGY (3) This course may not be substituted
- ___ DES 370 INTRODUCTION TO DESIGN (1) This course may not be substituted

CORE FOUNDATION 9 units

- ___ DES 300 DESIGN PROCESS (3) _____
- ___ DES 322 COMPUTER GRAPHIC IMAGING (3) _____
- ___ DES 324 RESEARCH AND WRITING FOR DESIGN (3) _____

MAJOR PREREQUISITES 6 units

- ___ DES 325 GRAPHIC DESIGN I: INTRODUCTION (3) _____
- ___ DES 327 INTERACTIVE DESIGN I (3) _____

MAJOR REQUIREMENTS 9 units

(Select 3 courses; Units not taken here can be used as electives)

- ___ DES 425 GRAPHIC DESIGN II: TYPOGRAPHY (3) _____
- ___ DES 427 INTERACTIVE DESIGN II (3) _____
- ___ DES 525 GRAPHIC DESIGN III: ADVANCED (3) _____
- ___ DES 527 INTERACTIVE DESIGN III (3) _____
- ___ DES 627 ADV PROJECTS IN VISUAL COMMUNICATION DESIGN (3) _____

MAJOR ELECTIVES 21 units

(21 Elective Units selected with approval of DESIGN Advisor; Minimum of 12 units must be DES courses)

- ___ **DES** _____
- ___ **DES** _____
- ___ **DES** _____
- ___ **DES** _____
- ___ _____
- ___ _____
- ___ _____

CULMINATING REQUIREMENT (6 units) [TAKEN LAST SEMESTER]

- ___ DES 505 SENIOR DESIGN PROJECT (3) This course may not be substituted
- ___ DES 570 PROFESSIONAL PRACTICES FOR DESIGN (3) _____

Name: _____

Email : _____

Phone #: _____

Address: _____

City, State. Zip: _____

Student ID #: _____

All class changes or substitutions must be approved and signed by your advisor and the School of Design Director one semester before graduation. A PDF scan of this contract will be emailed to you after each director approval and the signed original placed in your student folder. Please keep your digital copy or a printout of it with you for meetings with your advisor or to show instructors to prove non-SFSU prerequisites, etc. Note that this document is the only record of your officially approved course substitutions and approved non-SFSU electives, so it's important that you keep it up to date.

Signature of Student / Date

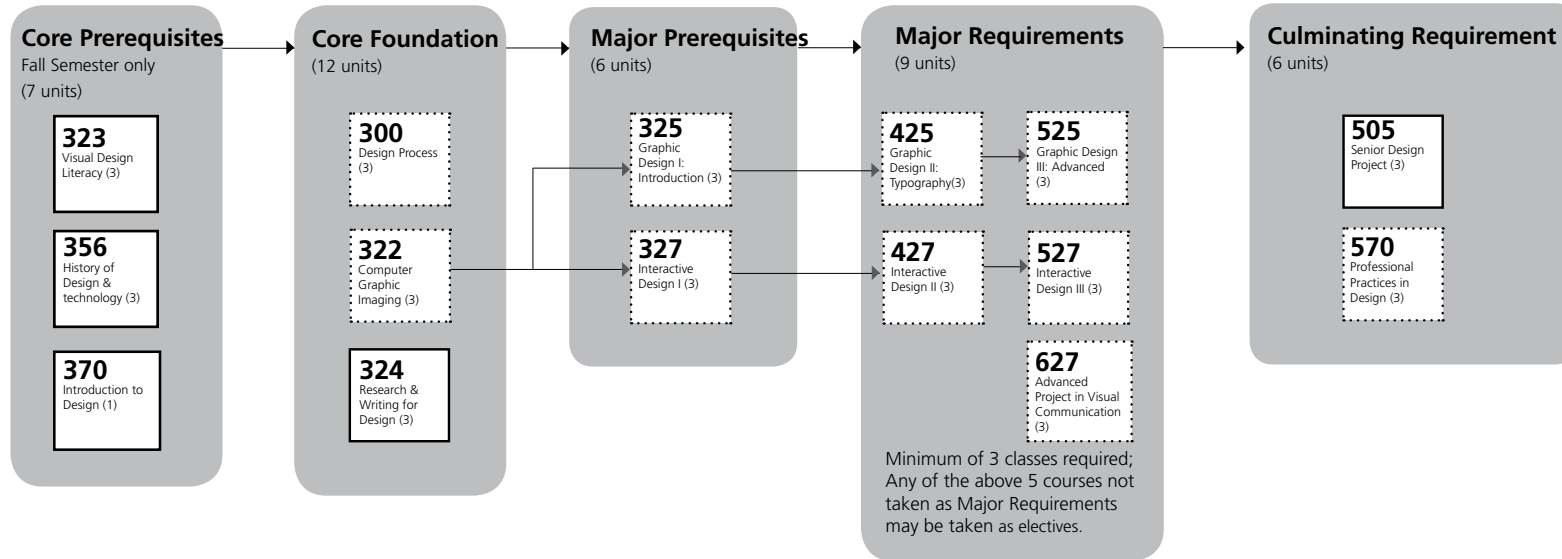
Signature of Advisor / Date

Signature of School of Design Director / Date

Total Units for Major = _____

BACHELOR OF SCIENCE IN VISUAL COMMUNICATION DESIGN (58 units)

Course Sequence



Major Electives (21 units) 21 units selected with approval of DESIGN advisor; Minimum of 9–12 units must be DES courses.

DES	DES	DES	DES			
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Legend

- This course may not be substituted
- This course may be substituted with a relevant class upon advisement.
- Prerequisite

Rules
All class changes/substitutions must be approved/signed by your advisor and the department director one semester before graduation. All DESIGN majors must complete a minimum of 24 DESIGN units in residence. Keep a copy of your contract for your reference.

Total BSVCD:
BS in Visual Communication Design: 58 Units
Total GE Units: 48 Units
Total Units For Graduation: 120 Units
 (NOTE: 40 Units Must Be Upper Division Units - 300 level and above)

Other Elective Options (Total of 21 Units Required)

- DES 227 Rethinking Digital Visual Media (3)
- DES 226 Modern Letterpress Printing (GE) (3)
- DES 256 Design and Society (GE) (3)
- DES 321 Technical Drawing I: Intro to CAD (3)
- DES 405 How to Develop, Patent and Market an Idea (3)
- DES 475 Topics in Design (3)
- DES 523 Information Design I: Data Visualization (3)
- DES 524 Information Design II: (3)
- DES 575 Workshop (3)
- DES 576 Practical Experience: Internship (3)
- DES 625: Graphic Design Practicum: Design Working Group (3)
- DES 628 Design Gallery: Exhibitions and Communications (3)
- ART 410 Conceptual Strategies I (3)
- ART 511 Conceptual & Information Arts: Special Areas (3)
- ART 235 Printmaking 1 (GE) (3)
- ART 434 Color Workshop (3)
- MGMT 650 Creativity and Innovation (3)
- JOUR 235 Photojournalism I (GE) (3)
- JOUR 450 Publication Design & Graphics (3)
- JOUR 500 Contemporary Magazines (3)
- ANTH 595 Visual Anthropology I (6)
- MKTG 431 Principles of Marketing (3)
- MKTG 440 Advertising Creativity and Production (3)
- MKTG 443 Sales Promotion and Publicity (3)
- MKTG 469 Digital Marketing (3)
- MKTG 675 Brand Management (3)