

Name _____	Address _____
E-mail _____	City, State, Zip _____
Phone # _____	Student ID # _____

The Bachelor of Arts in Industrial Arts with a Concentration in Visual Communication Design (BAIA/VCD) encompasses and integrates graphic design and digital media topics. This 58-unit concentration offers additional study addressing advanced concepts and a changing technological landscape with the resulting new opportunities for education and profession. Students are prepared to flexibly collaborate with other design disciplines involving technology, user experience, and creative problem solving.

Briefly describe your professional and educational plans:

CORE PREREQUISITES 9 units	SUBSTITUTIONS (Course, School, OK)
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| SEQ.# | (Required) | | |
| _____ | <input type="checkbox"/> | DAI 324 RESEARCH AND WRITING FOR DESIGN (3) | <input type="checkbox"/> ()# _____ |
| _____ | <input type="checkbox"/> | DAI 356 HISTORY OF DESIGN AND TECHNOLOGY (3) | <input type="checkbox"/> ()# _____ |
| _____ | <input type="checkbox"/> | DAI 370 COLLOQUIUM [TAKEN FIRST SEMESTER] (3) | _____
This course may not be substituted |

CORE FOUNDATION 12 units	
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|-------|--------------------------|--|---|
| | | | |
| _____ | <input type="checkbox"/> | DAI 300 DESIGN PROCESS (3) | <input type="checkbox"/> ()# _____ |
| _____ | <input type="checkbox"/> | DAI 320 DRAFTING AND SKETCHING FOR DESIGN (3) | <input type="checkbox"/> ()# _____ |
| _____ | <input type="checkbox"/> | DAI 322 COMPUTER GRAPHIC IMAGING (3) | <input type="checkbox"/> ()# _____ |
| _____ | <input type="checkbox"/> | DAI 505 RESEARCH AND DEVELOPMENT LAB [TAKEN LAST SEMESTER] (3) | _____
This course may not be substituted |

CONCENTRATION PREREQUISITES 7 units	
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| _____ | <input type="checkbox"/> | DAI 325 GRAPHIC DESIGN 1: INTRODUCTION (3) | <input type="checkbox"/> ()# _____ |
| _____ | <input type="checkbox"/> | DAI 327 DIGITAL MEDIA 1 (3) | <input type="checkbox"/> ()# _____ |
| _____ | <input type="checkbox"/> | DAI 470 PORTFOLIO DEVELOPMENT (1) | <input type="checkbox"/> ()# _____ |

CONCENTRATION REQUIREMENTS 12 units	(Select minimum of 4 courses)
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| _____ | <input type="checkbox"/> | DAI 420 RAPID VISUALIZATION (3) | <input type="checkbox"/> ()# _____ |
| _____ | <input type="checkbox"/> | DAI 425 GRAPHIC DESIGN 2: TYPOGRAPHY (3) | <input type="checkbox"/> ()# _____ |
| _____ | <input type="checkbox"/> | DAI 427 DIGITAL MEDIA 2 (3) | <input type="checkbox"/> ()# _____ |
| _____ | <input type="checkbox"/> | DAI 525 GRAPHIC DESIGN 3: ADVANCED (3) | <input type="checkbox"/> ()# _____ |
| _____ | <input type="checkbox"/> | DAI 527 DIGITAL MEDIA 3 (3) | <input type="checkbox"/> ()# _____ |
| _____ | <input type="checkbox"/> | DAI 627 ADVANCED PROJECTS IN VISUAL COMMUNICATION (3) | <input type="checkbox"/> ()# _____ |
| _____ | <input type="checkbox"/> | _____ | _____ |

CONCENTRATION ELECTIVES 18 units	
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(18 Elective Units selected with approval of DAI Advisor; Minimum of 6 units must be DAI courses)

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| _____ | <input type="checkbox"/> | DAI 227 RETHINKING DIG. VISUAL MEDIA: HIST., TECH. & CONTENT (3) | _____ |
| _____ | <input type="checkbox"/> | DAI 321 TECHNICAL DRAWING 1: INTRODUCTION TO CAD (3) | _____ |
| _____ | <input type="checkbox"/> | DAI 326 GRAPHIC REPRODUCTION TECHNOLOGY/DAI 575 (3) | _____ |
| _____ | <input type="checkbox"/> | DAI 524 INFORMATION DESIGN 2: EXHIBIT DESIGN (3) | _____ |
| _____ | <input type="checkbox"/> | _____ | _____ |
| _____ | <input type="checkbox"/> | _____ | _____ |
| _____ | <input type="checkbox"/> | _____ | _____ |

Total for Major []

All class changes/substitutions related to this contract must be approved/signed by your advisor and the department chair one semester before graduation. It will then be filed in your student folder in the office. Keep a copy in your records for your reference and proof of contract.

Signature of Student date

Signature of Advisor date

Signature of DAI Chair date



We encourage Freshman/Sophomore students to follow this suggested program:

First and Second Year:

Semester One	Semester Two
English 114.....3	Quantitative Reasoning.....3
GE: Segment 1.....6	GE: Segment 2.....9
GE: Segment 2.....6	Open Elective.....3
15	15
Semester Three	Semester Four
English 214.....3	DAI 370 Colloquium.....3
U.S. History.....3	GE: Segment 2.....6
GE: Segment 2.....6	DAI 356 History of Design3
U.S. Government.....3	DAI 324 Res. & Writing for Design.3
15	15

Important Prerequisites

DAI 370, 356 and 324 are Prerequisites to the Core

English 214: All upper-division sociology courses (i.e. 300 and above) require successful completion of English 214 or its equivalent. One cannot enroll in DAI 370, 324, and 356 before successfully completing English 214.

English 414/JEPET: DAI 505 requires successful completion of English 414 or JEPET.

Third and Fourth Year:

Semester Five	Semester Six
Open Elective or English 414.....3	GE: Segment 3.....3
GE: Segment 3.....3	DAI 300 Design Process.....3
DAI 320 Draft & Sketch Design.....3	DAI 325 Graphic Design 1.....3
DAI 322 Comp Graph Imaging.....3	DAI 327 Digital Media 1.....3
Open Electives.....6	DAI 326 Graphic Repro Tech3
18	15
Semester Seven	Semester Eight
GE: Segment 3.....3	Open Elective.....3
DAI 420 Rapid Viz.....3	DAI 525 Graphic Design 3.....3
DAI 425 Graphic Design 2.....3	DAI 527 Digital Media 3.....3
DAI 427 Digital Media 2.....3	DAI 470 Portfolio Dev.1
Open Elective.....3	DAI 505 R & D Lab.....3
15	13

Total BAIA Major with a concentration 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 and above)

Electives

Suggested Electives from DAI and in other departments

(Check Bulletin for changes to course offerings, names and numbers. Students must be aware of prerequisites and obtain consent of instructor).

DAI 227	Rethinking Digital Visual Media: History, Technology, and Content(3)	MGMT 650	Creativity and Innovation (3)
DAI 321	Technical Drawing 1: Introduction to CAD (3)	JOUR 235	Photojournalism I (3)
DAI 475	Exploring Package Design (3)	JOUR 450	Publication Design & Graphics (3)
DAI 523	Information Design 1: Data Visualization (3)	JOUR 500	Contemporary Magazines (3)
DAI 524	Information Design 2: Exhibit Design (3)	ANTH 595	Visual Anthropology I (6)
DAI 575	Workshop (variable topic - see class schedule) (3)	MKTG 431	Principles of Marketing (3)
DAI 575	Computer in Graphic Reproduction (or related CCSF courses see class schedule) (3)	MKTG 440	Advertising Creativity and Production (3)
DAI 576	Practical Experience: Internship (3)	MKTG 443	Sales Promotion and Publicity (3)
ART 410	Conceptual Strategies I (3)	MKTG 469	Internet Marketing (3)
ART 511	Conceptual & Information Arts: Special Areas (Regular & Variable Topics) (1-3)	MKTG 675	Brand Management (3)
ART 222	Introduction to Textile Art (3)	HUM 301	Styles & Expressive Forms (GE) (3)
ART 231	Drawing 1 (3)	HUM 303	Cultural Periods and Styles (GE) (3)
ART 235	Printmaking 1 (GE) (3)	HUM 425	Thought and Image: Humanities (GE) (3)
ART 240	Sculpture 1 (GE) (3)	HUM 510	Comparative Form and Culture (GE) (3)
ART 245	Ceramics 1 (GE) (3)	THA 305	Design Graphics for Stage and Screen (3)
ART 260	Photography 1 (3)	THA 410	Scene Design for Stage and Screen (3)
ART 434	Color Workshop (3)	TPW 555	Visual Rhetoric and Document Design (3)
CA 301	Introduction to Computers as Arts Media (3)		