

**Visual Communication Design (58 units)**

<u>CORE PREREQUISITES 7 units (Required)</u>	<u>Substitutions</u>
<input type="checkbox"/> DAI 323 VISUAL DESIGN LITERACY (3)	<u>This course may not be substituted</u>
<input type="checkbox"/> DAI 356 HISTORY OF DESIGN AND TECHNOLOGY (3)	<u>This course may not be substituted</u>
<input type="checkbox"/> DAI 370 INTRODUCTION TO DESIGN & INDUSTRY (1)	<u>This course may not be substituted</u>
<b><u>CORE FOUNDATION 12 units</u></b>	
<input type="checkbox"/> DAI 300 DESIGN PROCESS (3)	_____
<input type="checkbox"/> DAI 320 DRAFTING AND SKETCHING FOR DESIGN (3)	_____
<input type="checkbox"/> DAI 322 COMPUTER GRAPHIC IMAGING (3)	_____
<input type="checkbox"/> DAI 324 RESEARCH AND WRITING FOR DESIGN (3)	_____
<b><u>MAJOR PREREQUISITES 9 units</u></b>	
<input type="checkbox"/> DAI 325 GRAPHIC DESIGN 1: INTRODUCTION (3)	_____
<input type="checkbox"/> DAI 327 DIGITAL MEDIA 1 (3)	_____
<input type="checkbox"/> DAI 570 PROFESSIONAL PRACTICES FOR DESIGN (3)	_____
<b><u>MAJOR REQUIREMENTS 9 units</u></b>	
(Select 3 courses in addition to DAI 505; Units not taken here can be used as electives)	
<input type="checkbox"/> DAI 420 RAPID VISUALIZATION (3)	_____
<input type="checkbox"/> DAI 425 GRAPHIC DESIGN 2: TYPOGRAPHY (3)	_____
<input type="checkbox"/> DAI 427 DIGITAL MEDIA 2 (3)	_____
<input type="checkbox"/> DAI 525 GRAPHIC DESIGN 3: ADVANCED (3)	_____
<input type="checkbox"/> DAI 527 DIGITAL MEDIA 3 (3)	_____
<input type="checkbox"/> DAI 627 ADV PROJECTS IN VISUAL COMMUNICATION DESIGN (3)	_____
<b><u>MAJOR ELECTIVES 18 units</u></b>	
(18 Elective Units selected with approval of DAI Advisor; Minimum of 6 units must be DAI courses)	
<input type="checkbox"/> <b>DAI</b> _____	_____
<input type="checkbox"/> <b>DAI</b> _____	_____
<input type="checkbox"/> _____	_____
<input type="checkbox"/> _____	_____
<input type="checkbox"/> _____	_____
<input type="checkbox"/> _____	_____
<b><u>CULMINATING REQUIREMENT (3 units) [TAKEN LAST SEMESTER]</u></b>	
<input type="checkbox"/> DAI 505 SENIOR DESIGN PROJECT (3)	<u>This course may not be substituted</u>

Name: \_\_\_\_\_

Email : \_\_\_\_\_

Phone #: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Student ID #: \_\_\_\_\_

**All class changes or substitutions must be approved and signed by your advisor and the department chair one semester before graduation. A PDF scan of this contract will be emailed to you after each chair 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 department approved course substitutions and approved non-SFSU electives, so it's important that you keep it up to date.**

\_\_\_\_\_  
Signature of Student / Date

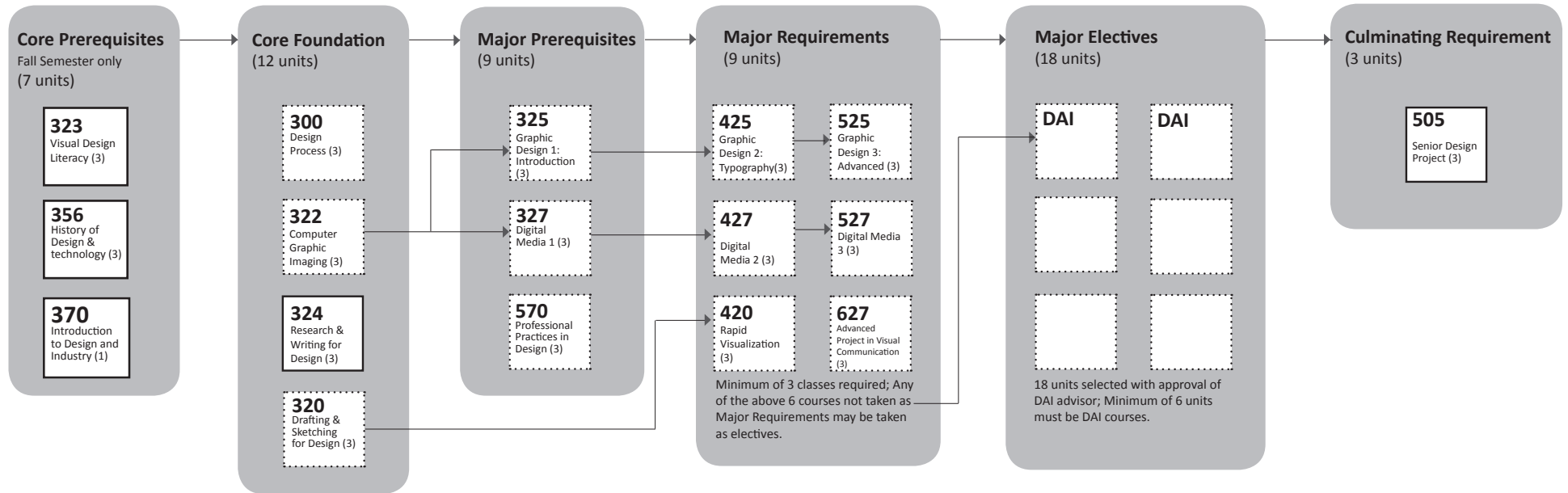
\_\_\_\_\_  
Signature of Advisor / Date

\_\_\_\_\_  
Signature of DAI Chair / Date

**Total Units for Major =** \_\_\_\_\_

# BACHELOR OF SCIENCE IN VISUAL COMMUNICATION DESIGN (58 units)

## Suggested Course Sequence



### 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 chair one semester before graduation. All DAI majors must complete a minimum of 24 DAI units in residence. Keep a copy of your contract for your reference.

**Total 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 18 Units Required)

- DAI 227 Rethinking Digital Visual Media (3)
- DAI 256 Design and Society (3)
- DAI 321 Technical Drawing 1: Intro to CAD (3)
- DAI 475 Exploring Packaging Design (3)
- DAI 523 Information Design 1: Data Visualization (3)
- DAI 524 Information Design 2: Exhibit Design (3)
- DAI 575 Workshop (3)
- DAI 576 Practical Experience: Internship (3)
- DAI 575 Computer in Graphic Reproduction (3)
- ID 240 Color and Design (GE) (3)
- ART 410 Conceptual Strategies I (3)
- ART 511 Conceptual & Information Arts: Special Areas (1-3)
- ART 222 Introduction to Textile Art (3)
- ART 231 Drawing 1 (3)
- ART 235 Printmaking 1 (GE) (3)
- ART 240 Sculpture 1 (GE) (3)
- ART 245 Ceramics 1 (GE) (3)
- ART 260 Photography 1 (3)
- ART 434 Color Workshop (3)
- CA 301 Introduction to Computers as Arts Media (3)
- MGMT 650 Creativity and Innovation (3)
- JOUR 235 Photojournalism I (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 Internet Marketing (3)
- MKTG 675 Brand Management (3)
- HUM 301 Styles & Expressive Forms (GE) (3)
- HUM 303 Cultural Periods and Styles (GE) (3)
- HUM 425 Thought and Image: Humanities (GE) (3)
- HUM 510 Comparative Form and Culture (GE) (3)
- TH A 305 Design Graphics for Stage and Screen (3)
- TH A 410 Scene Design for Stage and Screen (3)
- TPW 555 Visual Rhetoric and Document Design (3)