

Visual Communication Design (58 units)

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

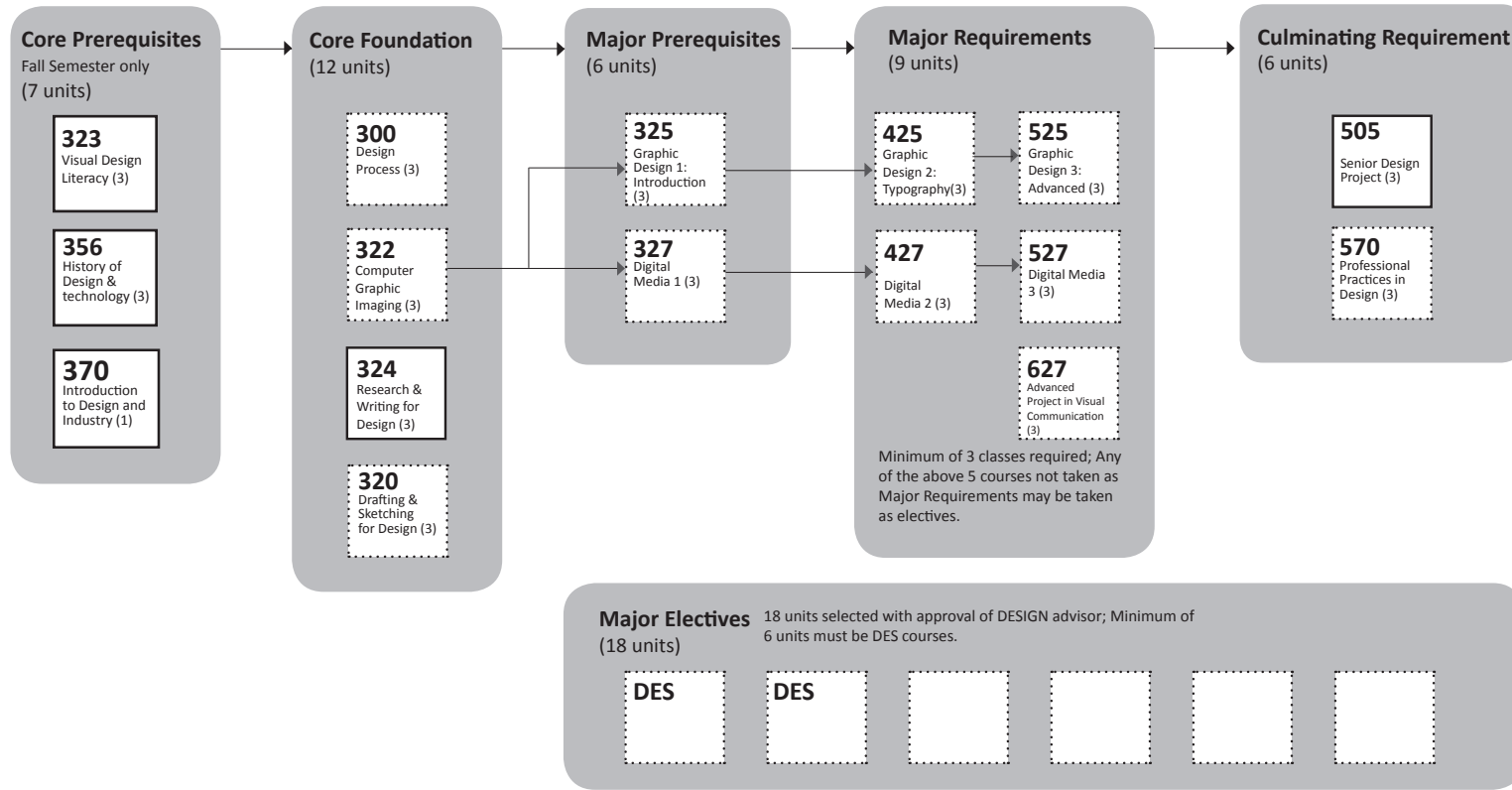
Signature of Advisor / Date

Signature of School of Design Director / Date

Total Units for Major = _____

BACHELOR OF SCIENCE IN VISUAL COMMUNICATION DESIGN (58 units)

Course Sequence



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 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)

- 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 1: Intro to CAD (3)
- DES 420 Rapid Visualization (3)
- DES 523 Information Design 1: Data Visualization (3)
- DES 575 Workshop (3)
- DES 576 Practical Experience: Internship (3)
- DES 575 Microcomputer Applications in Graphic Reproduction (3)
- DES 628 Design Gallery: Exhibitions and Communications (3)
- ID 240 Color and Design (GE) (3)
- ART 410 Conceptual Strategies I (3)
- ART 511 Conceptual & Information Arts: Special Areas (3)
- ART 222 Introduction to Textile Art (3)
- ART 231 Drawing 1 (3)
- ART 235 Printmaking 1 (GE) (3)
- ART 240 Introduction to Contemporary Sculpture (GE) (3)
- ART 245 Ceramics 1 (GE) (3)
- ART 260 Photography 1 (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)
- HUM 301 Form and Culture (3)
- HUM 303 History and Culture (3)
- HUM 425 Thought and Image: Humanities (3)
- HUM 510 Comparative Form and Culture (3)
- TH A 410 Scene Design for Stage and Screen (3)