

Visual Communication Design (58 units)

Students: Fill out the below before your first meeting with your DES advisor.

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

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

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

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

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

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

- Any class changes or substitutions must be discussed with and approved by your DES advisor. 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.
- Any roadmap changes must be finalized before the semester you plan to graduate.
- Your advisor will submit requests for any substitutions to reflect on your DPR.
- If completed major courses do not appear on your Degree Progress Report (DPR) under the B.S. in Visual Communication Design section, meet with an advisor.
- You and your advisor will sign. After signing, email a copy to design@sfsu.edu and keep a digital copy for meetings with your advisor and to prove to other course instructors any non-SFSU prerequisites that have been approved by your DES advisor.

Signature of Student / Date

Signature of Advisor / Date

**FOUNDATION REQUIREMENTS 6 units (Required)**

**Substitutions**

- |   |       |
|---|-------|
| <input type="checkbox"/> DES 200 VISUAL DESIGN LITERACY (3)     | _____ |
| <input type="checkbox"/> DES 222 INTRODUCTION TO 2-D DESIGN (3) | _____ |

**CORE REQUIREMENTS 13 units (Required)**

- |   |                            |
|---|----------------------------|
| <input type="checkbox"/> DES 356 HISTORY OF DESIGN AND TECHNOLOGY (3) | Substitutions not allowed. |
| <input type="checkbox"/> DES 370 INTRODUCTION TO DESIGN (1)           | Substitutions not allowed. |
| <input type="checkbox"/> DES 322 COMPUTER GRAPHIC IMAGING (3)         | _____                      |
| <input type="checkbox"/> DES 300 DESIGN PROCESS (3)                   | Substitutions not allowed. |
| <input type="checkbox"/> DES 324 RESEARCH AND WRITING FOR DESIGN (3)  | Substitutions not allowed. |

**MAJOR REQUIREMENTS 15 units**

- |  |       |
|--|-------|
| <input type="checkbox"/> DES 325 GRAPHIC DESIGN I: INTRODUCTION (3)    | _____ |
| <input type="checkbox"/> DES 327 INTERACTIVE DESIGN I (3)              | _____ |
| <input type="checkbox"/> DES 425 GRAPHIC DESIGN II (3)                 | _____ |
| <input type="checkbox"/> DES 427 INTERACTIVE DESIGN II (3)             | _____ |
| Select one of the following. May take both and use one as an elective: |       |
| <input type="checkbox"/> DES 525 GRAPHIC DESIGN III (3) <b>or</b>      | _____ |
| <input type="checkbox"/> DES 527 INTERACTIVE DESIGN III (3)            | _____ |

**MAJOR ELECTIVES 18 units**

Select 6 courses. Take no more than two classes (6 units total) from the 200 level. You can take up to but no more than two electives outside of DES. DES 220, DES 320, and DES 321 can only be taken as Viscom electives with prior advisor approval. DES 221 cannot be taken as a Viscom elective.

- |   |       |
|---|-------|
| <input type="checkbox"/> DES 226 MODERN LETTERPRESS PRINTING (3)                                    | _____ |
| <input type="checkbox"/> DES 228 INTRODUCTION TO WEB DESIGN (3)                                     | _____ |
| <input type="checkbox"/> DES 252 RETHINKING DIGITAL VISUAL MEDIA (3)                                | _____ |
| <input type="checkbox"/> DES 256 DESIGN AND SOCIETY (3)   | _____ |
| <input type="checkbox"/> DES 311 EXPERIMENTAL IMAGE MAKING (3)                                      | _____ |
| <input type="checkbox"/> DES 312 CLIMATE ISSUES AND ACTIVISM (3) (Summer semester only.)            | _____ |
| <input type="checkbox"/> DES 367 INTRODUCTION TO GAME DESIGN (3)                                    | _____ |
| <input type="checkbox"/> DES 377B VISUAL STORYTELLING (3)   | _____ |
| <input type="checkbox"/> DES 475 TOPICS IN DESIGN (3) (Topics vary by semester. Check DES website.) | _____ |
| <input type="checkbox"/> DES 448 USER EXPERIENCE DESIGN (3)   | _____ |
| <input type="checkbox"/> DES 523 INFORMATION DESIGN I (3)   | _____ |
| <input type="checkbox"/> DES 525 GRAPHIC DESIGN III (3) (if not taken as a Major Requirement)       | _____ |
| <input type="checkbox"/> DES 527 INTERACTIVE DESIGN III (3) (if not taken as a Major Requirement)   | _____ |
| <input type="checkbox"/> DES 576 PRACTICAL EXPERIENCE: INTERNSHIP (3)                               | _____ |
| <input type="checkbox"/> DES 625 GRAPHIC DESIGN PRACTICUM (Design Working Group) (3)                | _____ |
| <input type="checkbox"/> DES 627 ADVANCED PROJ. IN VISCOM (3) (Topics vary. Check DES website.)     | _____ |
| <input type="checkbox"/> DES 628 DESIGN GALLERY: EXHIBITIONS AND COMMUNICATIONS (3)                 | _____ |
| <input type="checkbox"/> DES 677 EXPLORATIONS IN DELIGHTFUL DESIGN (3)                              | _____ |
| <input type="checkbox"/> DES 699 INDEPENDENT STUDY IN DES (3) (Student-initiated supervised study)  | _____ |
| <input type="checkbox"/> OUTSIDE ELECTIVE by advisement (see page 2)                                | _____ |
| <input type="checkbox"/> OUTSIDE ELECTIVE by advisement (see page 2)                                | _____ |

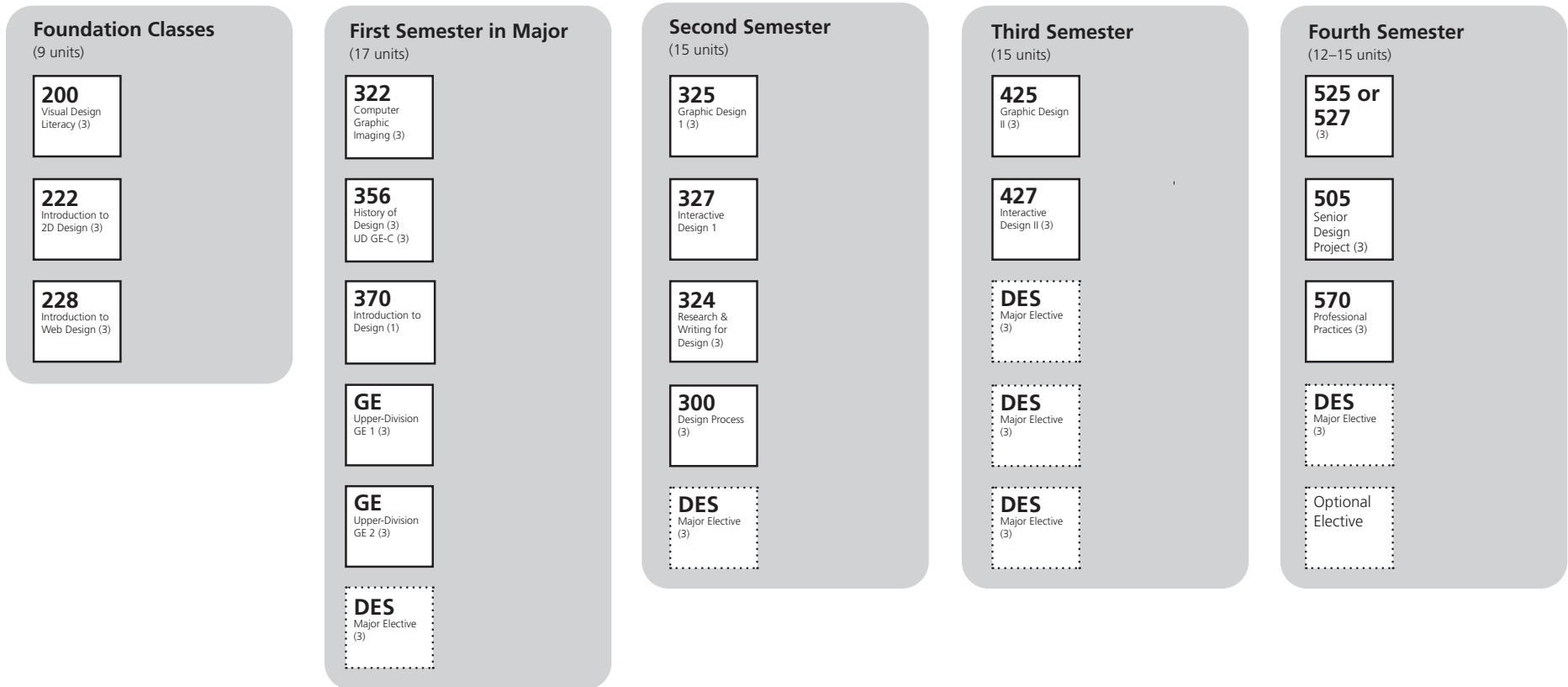
**CULMINATING REQUIREMENT (6 units) (these classes cannot be substituted)**

- |  |                            |
|--|----------------------------|
| <input type="checkbox"/> DES 505 SENIOR DESIGN PROJECT (3)             | Substitutions not allowed. |
| <input type="checkbox"/> DES 570 PROFESSIONAL PRACTICES FOR DESIGN (3) | Substitutions not allowed. |

**Total for Major = 58 UNITS**

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

**Suggested Course Sequence** Depending on course availability, this schedule will have to be adjusted. Work with your advisor if you need to adjust this recommended schedule.



## Legend

- Required
- Elective

## Rules

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

## Total BSVCD:

**58 Units**  
**120 Units**

**BS in Visual Communication Design**  
**Total Units For Graduation from SFSU**

## Additional Elective Options (Total of 15 Units Required) (9 units must be in DES)

**DES 321 Technical Drawing I: Intro to CAD (3)**  
**DES 405 How to Develop Patent and Market an Idea (3)**  
**DES 575 Workshop (3)**  
 ANTH 595 Visual Anthropology I (6)  
 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)  
 CMX 304 Making Comics (3)  
 CMX 604 Advanced Comics Making (3)  
 CSC 210 Introduction to Computer Programming (3)  
 CSC 206 Python Programming (3)  
 CSC 210 Introduction to Computer Programming (3)

CSC 208 C++ for Java Programmers (3)  
 CSC 317 Introduction to Web Software Development (3)  
 JOUR 235 Photojournalism I (GE) (3)  
 JOUR 450 Publication Design & Graphics (3)  
 JOUR 500 Contemporary Magazines (3)  
 MGMT 650 Creativity and Innovation (3)  
 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)