Visual Communication Design (58 units)

FOUNDATION REQUIREMENTS 6 units (Required)

Substitutions

_____ ☐ DES 200 VISUAL DESIGN LITERACY (3) _____

_____ ☐ DES 222 INTRODUCTION TO 2-D DESIGN (3) _____

CORE REQUIREMENTS 13 units (Required)

_____ ☐ 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

_____ ☐ DES 322 COMPUTER GRAPHIC IMAGING (3) _____

_____ ☐ DES 300 DESIGN PROCESS (3) — This course may not be substituted

_____ ☐ DES 324 RESEARCH AND WRITING FOR DESIGN (3) — This course may not be substituted

MAJOR REQUIREMENTS 15 units

_____ ☐ DES 325 GRAPHIC DESIGN I: INTRODUCTION (3) _____

_____ ☐ DES 327 INTERACTIVE DESIGN I (3) _____

_____ ☐ DES 425 GRAPHIC DESIGN II _____

_____ ☐ DES 427 INTERACTIVE DESIGN II _____

(Select one of the following. May take both and use one as an elective)

_____ ☐ DES 525 GRAPHIC DESIGN III or _____

_____ ☐ DES 527 INTERACTIVE DESIGN III _____

MAJOR ELECTIVES 18 units

(Select 6 courses; Take no more than two classes (6 units total) from the 200-level.)

_____ ☐ DES 226 MODERN LETTERPRESS PRINTING (3) _____

_____ ☐ DES 227 RETHINKING DIGITAL VISUAL MEDIA (3) _____

_____ ☐ DES 256 DESIGN AND SOCIETY (3) _____

_____ ☐ DES 475 TOPICS IN DESIGN _____

_____ ☐ DES 523 INFORMATION DESIGN I (3) _____

_____ ☐ DES 524 INFORMATION DESIGN II (3) _____

_____ ☐ DES 525 GRAPHIC DESIGN III (3) (if not taken as a Major Requirement) _____

_____ ☐ DES 527 INTERACTIVE DESIGN III (3) (if not taken as a Major Requirement) _____

_____ ☐ DES 576 PRACTICAL EXPERIENCE: INTERNSHIP (3) _____

_____ ☐ DES 625 GRAPHIC DESIGN PRACTICUM (3) _____

_____ ☐ DES 627 ADVANCED PROJECTS IN VISUAL COMMUNICATION DESIGN (3) _____

_____ ☐ DES 628 DESIGN GALLERY: EXHIBITIONS AND COMMUNICATIONS (3) _____

_____ ☐ DES 685 PROJECTS IN THE TEACHING OF DESIGN (3) _____

_____ ☐ DES 699 INDEPENDENT STUDY IN DESIGN (3) _____

_____ ☐ _____ Outside Elective by Advisement

_____ ☐ _____ Outside Elective by Advisement

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

_____ ☐ DES 505 SENIOR DESIGN PROJECT (3)

_____ ☐ DES 570 PROFESSIONAL PRACTICES FOR DESIGN (3)

Total for Major = 58 UNITS

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 copy of this contract will be emailed to you after 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.
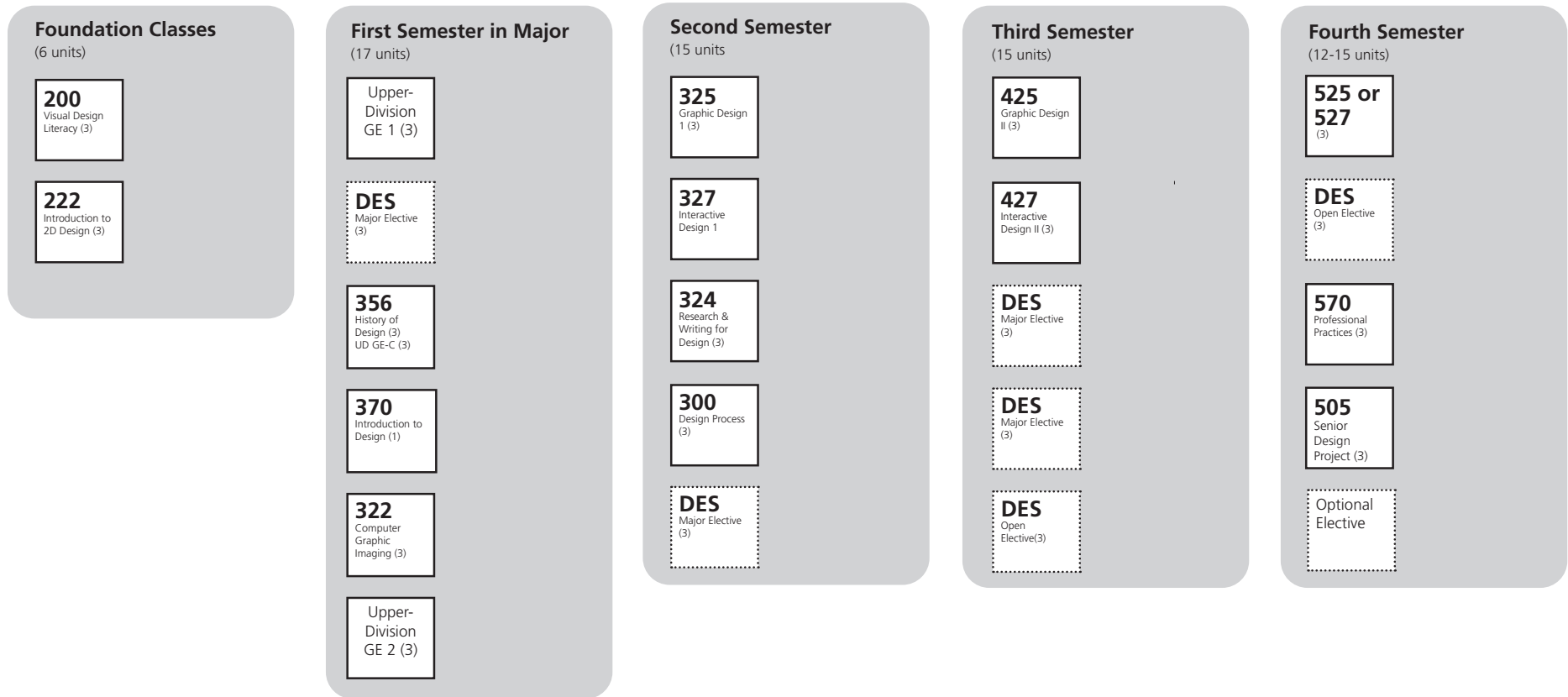
_____
Signature of Student / Date

_____
Signature of Advisor / Date

_____
Signature of School of Design Director / Date

Contract Version: Fall 2021

BACHELOR OF SCIENCE IN VISUAL COMMUNICATION DESIGN (58 units)

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

Foundation Classes
(6 units)

200 Visual Design Literacy (3)

222 Introduction to 2D Design (3)

First Semester in Major
(17 units)

Upper-Division GE 1 (3)

DES Major Elective (3)

356 History of Design (3) UD GE-C (3)

370 Introduction to Design (1)

322 Computer Graphic Imaging (3)

Upper-Division GE 2 (3)

Second Semester
(15 units)

325 Graphic Design 1 (3)

327 Interactive Design 1

324 Research & Writing for Design (3)

300 Design Process (3)

DES Major Elective (3)

Third Semester
(15 units)

425 Graphic Design II (3)

427 Interactive Design II (3)

DES Major Elective (3)

DES Major Elective (3)

DES Open Elective(3)

Fourth Semester
(12-15 units)

525 or 527 (3)

DES Open Elective (3)

570 Professional Practices (3)

505 Senior Design Project (3)

Optional Elective

Legend

☐ Required

⋮⋮ Elective

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 from SFSU: 120 Units

Elective Options (Total of 18 Units Required) (12 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)