

College of Environmental Design
 BFA, Visual Communication Design]
 Curriculum Matrix

Student Learning Outcome	Required															Elective																				
	VCD1311A	VCD1312A	VCD1321A	VCD1331A	VCD1341A	VCD1351A	VCD2370	VCD2301A	VCD2311A	VCD2321A	VCD2361A	VCD3321A	VCD4301	VCD4311	VCD4321	VCD4331	VCD4341	VCD4351	VCD4610	VCD3361A	VCD3362A	VCD3363A	VCD3364A	VCD3365A	VCD4410											
1) Ability to solve communication problems, including the skills of problem identification, research and information gathering, analysis, generation of alternative solutions, and prototyping.	I	I	I	I	I	I	D	D/M	D	D	D	M	M	M	M	M	M	M/A	D/M	D/M	D/M	D/M	D/M	M												
2) Ability to describe and respond to the audiences and contexts including recognition of the physical, cognitive, cultural and social human factors that shape design decisions.	I	I	I	I	I	I/D	D	D/M	D	D	D	M	M	M	M	M	D	M/A	D/M	D/M	D/M	D/M	D/M	M												
3) Ability to create and develop visual form in response to communication problems.	I	I	I	I	I	I/D	D	D/M	D	M	D	M	M	M	M	M	M	M/A	D/M	D/M	D/M	D/M	D/M	M												
4) Ability to effectively use typography and typographic principles.	I/D	I/D	I/D	I/D	I/D	I/D	D/A	D/M	D	D	M	M	M	M	M	M	M	M/A	D/M	D/M	D/M	D/M	D/M	M												
5) Fluency with the elements of design and the principles of organization, including color theory, composition, perspective, etc.	I	I	I	I	I	I/D	D	D/M	D	D	M	M	M	M	M	M	M	M/A	D/M	D/M	D/M	D/M	D/M	M												
6) Understanding information hierarchy, symbolic representation, and aesthetics.	I	I	I	I	I	I/D	D/A	D/M	D	D	M	M	M	M	M	M	M	M/A	D/M	D/M	D/M	D/M	D/M	M												
7) Ability to create and develop meaningful and original imagery.	I	I	I	I	I	I/D	D	D/M	D	M	M	M	M	M	M	M	D	M/A	D/M	D/M	D/M	D/M	D/M	M												
8) Have an understanding of tools and technology, including their roles in the creation, reproduction, and distribution of vital messages. Relevant tools include but not limited to, drawing, offset printing, photography and time-based and interactive media.	I	I	I	I	I	I/D	D/A	D/M	D	M	M	M	M	M	M	M	D	M/A	D/M	D/M	D/M	D/M	D/M	M												
9) Understanding design history theory, and criticism from a variety of perspectives, including those of art history, linguistics, communication and information theory, technology, and the social and cultural use of design objects.	I	I	I	I	I	I/D	D/A	D	D	D	M	M	M	M	M	M	I	M/A	D	D	D	D	D	M												
10) Understanding the basic business practices, including the ability to organize projects and work productively as a member of teams.	I	I	I	I	I	I/D	D	D	D	I	D	M	M	M	D	M	M	M/A	D	D	D	D	D	M												

[INSERT LEGEND HERE]

ex.

I = Introduction
D = Development
M = Mastery
A = Assessment Data Collected