

BFA Visual Communication Design Major Roadmap
revised 3.27.19

Foundation/Freshman			
1st Semester	S1 units	2nd Semester	S2 units
VCD 1311A Foundations in Drawing 1	3	VCD 1312A Foundations in Drawing 2	3
VCD 1321A Foundations in 2D Design (FYE)	3	VCD 1331A Foundations in 3D Design	3
VCD 1341A Foundations in 4D Design	3	VCD 1351A Foundations in 5D Design	3
English Comp and GE Math	6	GE	6
1st semester units	15	2nd semester units	15
total major units earned by 1st semester	9	total major units earned by 2nd semester	18
TOTAL UNITS EARNED	15	TOTAL UNITS EARNED	30

Sophomore			
3rd Semester	S3 units	4th Semester	S4 units
VCD 2301A Typography	3	VCD 2321A Visual Communication Design 1	3
VCD 2361A Digital Photography	3	VCD 2311A Illustration	3
AH 2302 (double count for GE Area C1)	3	VCD 2370 Visual Thinking (double count for GE Area E)	3
GE	6	GE	6
3rd semester units	15	4th semester units	15
total major units earned by 3rd semester	27	total major units earned by 4th semester	36
TOTAL UNITS EARNED	45	TOTAL UNITS EARNED	60

Junior			
5th Semester	S5 units	6th Semester	S6 units
VCD 3321A Visual Communication Design 2	3	Approved Elective	3
Approved Elective	3	Workshop	4
Workshop	4	AH 3333 History of Design	3
Lower Division Art History (other than 2302)	3		
GE	3	GE	6
5th semester units	16	6th semester units	16
total major units earned by 5th semester	49	total major units earned by 6th semester	59
TOTAL UNITS EARNED	76	TOTAL UNITS EARNED	92

Senior			
7th Semester	S7 units	8th Semester	S8 units
VCD 4610 Professional Practices in VCD	4	Workshop	4
Workshop	4	Approved Elective	4
Upper Division AH (other than 3333)	3		
GE	3	GE	6
7th semester units	14	8th semester units	14
total major units earned by 7th semester	70	total major units earned by 8th semester	78
TOTAL UNITS EARNED	106	TOTAL UNITS EARNED	120

Workshop List (16 total units)	units	Approved Elective List (10 total units)	units
VCD 4301 Workshop: Typography ¹	4	VCD 3361A Studio Arts: Life Drawing ¹	3
VCD 4311 Workshop: Illustration ¹	4	VCD 3362A Studio Arts: Painting ¹	3
VCD 4321 Workshop: 2D ¹	4	VCD 3363A Studio Arts: Print Processes ¹	3
VCD 4331 Workshop: 3D ¹	4	VCD 3364A Studio Arts: Ceramics ¹	3
VCD 4341 Workshop: 4D ¹	4	VCD 3365A Studio Arts: Sculpture ¹	3
VCD 4351 Workshop: 5D ¹	4	VCD 4410 VCD: Internship ²	1 or 2
		VCD 2000/4000 Special Study ²	1 or 2
		AH 2301 World Art: Prehistory through Medieval Europe	3
total units in major =	78	AH 2303 World Art: Asia (Prehistory to 12th Century)	3
total AH in core requirement =	12	AH 2305 World Art: Africa, Oceania and Native America	3
total GE units =	48	AH 3311 Art of Ancient Egypt and the Near East	3
minus GE double counted units =	6	AH 3313 Art of the Classical World	3
total units for degree =	120	AH 3315 Art of the Middle Ages	3
		AH 3317 Art of the Italian Renaissance	3
		AH 3319 Art in the Age of the Baroque	3
		AH 3331 Art of the United States	3
		AH 3335 Modernism in Visual Art	3
		AH 3337 Contemporary Art	3
		AH 3341 Art and Architecture of India	3

Approved Elective List (10 total units)	units
AH 3343 Arts of Korea	3
AH 3345 Arts of Japan	3
AH 3351 Art of Mexico, Central and South America	3
IBM 3012 Principles of Marketing Management	3
IBM 3062 Professional Selling ³	3
IBM 3072 Promotional Strategies	3
IBM 3162 Marketing of Services	3
IBM 3262 Interactive Marketing	3
IBM 4022 Brand Impression and Management	3
IBM 4112 Consumer Behavior	3
IBM 4352 Advanced Professional Selling	3

NOTES

- All major courses must be passed with a grade of C- or better
- Approved Electives may not double count toward other areas of the Major.
- Plan accordingly for pre-requisites, especially for Approved Electives you wish to take.

¹ = Repeatable 1 time
² = Total credits limited to 4 units; maximum of 2 units per semester
³ = Prerequisite: must earn a C or better in IBM 3012