

BACHELOR OF SCIENCE IN VISUAL COMMUNICATION DESIGN

The Bachelor of Science in Visual Communication Design (BSVCD) is a program for students who intend to focus their studies on visual communication design applications, including graphic design, interactive media, and experience design. The major addresses a changing technological landscape and the resulting new opportunities for education and the profession in the realm of visual communication design. The design major prepares students for design practice, study, and practice, as well as flexible collaboration with other disciplines including technology, user experience, and creative problem-solving.

Visual Communication Design (B.S.) – 58 units

General Education Requirements Met in the Major

The requirements below are deemed “met in the major” upon completion of the courses listed (even though the courses and their prerequisites are not approved for GE). This is true whether or not the student completes the major.

- Upper-Division General Education, Arts and/or Humanities (UD-C) is satisfied upon completion of DES 356 .

Core Prerequisites and Foundation (19 units)

Nineteen units of core prerequisite and foundation courses are required of all DES majors.

Core Prerequisites (7 units)

All three must be taken during the first semester.

Code	Title	Units
DES 323	Visual Design Literacy	3
DES 356	A History of Design and Technology	3
DES 370	Introduction to Design	1

Core Foundation (12 units)

Code	Title	Units
DES 300	Design Process	3
DES 320	Drafting and Sketching for Design	3
DES 322	Computer Graphic Imaging	3
DES 324GW	Research and Writing for Design - GVAR	3

Major Prerequisites (6 units)

Code	Title	Units
DES 325	Graphic Design I	3
DES 327	Interactive Design I	3

Major Requirements (9 units)

Code	Title	Units
Select three of the following:		
DES 425	Graphic Design II	3
DES 427	Interactive Design II	3
DES 525	Graphic Design III: Advanced	3
DES 527	Interactive Design III	3

DES 627	Advanced Projects in Visual Communication Design	3
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Culminating Requirement (6 units)

Code	Title	Units
DES 505	Senior Design Project (to be taken in the last semester)	3
DES 570	Professional Practices for Designers	3

Major Electives (18 units)

Six of the 18 elective units must be in DES (<http://bulletin.sfsu.edu/courses/des/>) and selected in consultation with a DES advisor.

General Education Requirements

Requirement	Course Level	Units	Area Designation
Oral Communication	LD	3	A1
Written English Communication I	LD	3	A2
Critical Thinking	LD	3	A3
Physical Science	LD	3	B1
Life Science	LD	3	B2
Lab Science	LD	1	B3
Mathematics/Quantitative Reasoning	LD	3	B4
Arts	LD	3	C1
Humanities	LD	3	C2
Arts or Humanities	LD	3	C1 or C2
Social Sciences	LD	3	D1
Social Sciences: US History	LD	3	D2
Social Sciences: US & CA Government	LD	3	D3
Lifelong Learning and Self-Development (LLD)	LD	3	E
Physical and/or Life Science	UD	3	UD-B
Arts and/or Humanities	UD	3	UD-C
Social Sciences	UD	3	UD-D

SF State Studies

Courses certified as meeting the SF State Studies requirements may be upper or lower division in General Education (GE), a major or minor, or an elective.

American Ethnic and Racial Minorities	LD or UD	3	AERM
Environmental Sustainability	LD or UD	3	ES

Global Perspectives	LD or UD	3	GP
Social Justice	LD or UD	3	SJ

Note: LD = Lower-Division; UD = Upper-Division.

First-Time Student Roadmap (4 Year)

Find the correct roadmap (A, B, C, or D):

1. Select the row that matches your English Course choice for A2.*
2. Select the column that matches your QR Category (found at your student center under Math Alert).
3. Click the Roadmap that lines up with your row and column.

For example, if you are taking ENG 104 as your first English course and your student center math alert says you are QR Category III, you should choose Roadmap D.

Pathway	QR Cat I/II	QR Cat III/IV
ENG 114	Roadmap A (http://bulletin.sfsu.edu/colleges/liberal-creative-arts/design-industry/bs-visual-communication-design/roadmap-i-ii-eng/)	Roadmap C (http://bulletin.sfsu.edu/colleges/liberal-creative-arts/design-industry/bs-visual-communication-design/roadmap-iii-iv-eng/)
ENG 104/ENG 105	Roadmap B (http://bulletin.sfsu.edu/colleges/liberal-creative-arts/design-industry/bs-visual-communication-design/roadmap-i-ii-stretch/)	Roadmap D (http://bulletin.sfsu.edu/colleges/liberal-creative-arts/design-industry/bs-visual-communication-design/roadmap-iii-iv-stretch/)

*Composition for Multilingual Students: If taking ENG 209 as your first English course, choose the ENG 114 row. If taking ENG 204 for your first English course, choose the ENG 104/ENG 105 row.

SF State Scholars

The San Francisco State Scholars program provides undergraduate students with an accelerated pathway to a graduate degree. Students in this program pursue a bachelor's and master's degree simultaneously. This program allows students to earn graduate credit while in their junior and/or senior year, reducing the number of semesters required for completion of a master's degree.

This roadmap opens in a new tab. (<http://bulletin.sfsu.edu/colleges/liberal-creative-arts/design-industry/bs-visual-communication-design/scholars-roadmap/>)

General Advising Information for Transfer Students

1. Before transfer, complete as many lower-division requirements or electives for this major as possible.
2. The following courses are not required for admission but are required for graduation. Students are strongly encouraged to complete these units before transfer; doing so will provide more flexibility in course selection after transfer.

- a course in U.S. History
- a course in U.S. & California Government

For information about satisfying the requirements described in (1) and (2) above at a California Community College (CCC), please visit <http://www.assist.org> (<http://assist.org>). Check any geographically accessible CCCs; sometimes options include more than one college. Use ASSIST to determine:

- Which courses at a CCC satisfy any lower-division major requirements for this major;
- Which courses at a CCC satisfy CSU GE, US History, and US & CA Government requirements.

Remedial courses are not transferable and do not apply to the minimum 60 semester units/90 quarter units required for admission.

Additional units for courses that are repeated do not apply to the minimum 60 units required for upper-division transfer (for example, if a course was not passed on the first attempt or was taken to earn a better grade).

Before leaving the last California Community College of attendance, obtain a summary of completion of lower-division General Education units (IGETC or CSU GE Breadth). This is often referred to as a GE certification worksheet. SF State does not require delivery of this certification to Admissions, but students should retain this document for verifying degree progress after transfer.

Credit for Advanced Placement, International Baccalaureate, or College-Level Examination Program courses: AP/IB/CLEP credit is not automatically transferred from the previous institution. Units are transferred only when an official score report is delivered to SF State. Credit is based on the academic year during which exams were taken. Refer to the University Bulletin in effect during the year of AP/IB/CLEP examination(s) for details regarding the award of credit for AP/IB/CLEP.

Students pursuing majors in science, technology, engineering, and mathematics (STEM) disciplines often defer 6-9 units of lower-division General Education in Areas C and D until after transfer to focus on preparation courses for the major. This advice does not apply to students pursuing associate degree completion before transfer.

Transferring From Institutions Other Than CCCs or CSUs

Review SF State's lower-division General Education requirements. Note that, as described below, the four basic skills courses required for admission meet A1, A2, A3, and B4 in the SF State GE pattern. Courses that fulfill the remaining areas of SF State's lower-division GE pattern are available at most two-year and four-year colleges and universities.

Of the four required basic skills courses, a course in critical thinking (A3) may not be widely offered outside the CCC and CSU systems. Students should attempt to identify and take an appropriate course no later than the term of application to the CSU. To review more information about the A3 requirement, please visit bulletin.sfsu.edu/undergraduate-education/general-education/lower-division/#AEL.

Waiting until after transfer to take a single course at SF State that meets both US and CA/local government requirements may be an appropriate option, particularly if transferring from outside of California.

All Students Must Meet the Transfer Eligibility Requirements Outlined Below for Admission.

For more information, visit the Undergraduate Admissions section (<http://bulletin.sfsu.edu/undergraduate-admissions/>).

- Complete 60 or more transferable semester units or 90 or more quarter units.
- Earn a college grade point average of 2.0 or better in all transferable courses. Non-local area residents may be held to a higher GPA standard.
- Be in good standing at the last college or university attended.
- Complete 30-semester units (45-quarter units) of General Education, including four basic skills courses:
 - a. One course in oral communication (same as CSU GE Area A1)
 - b. One course in written composition (same as CSU GE Area A2)
 - c. One course in critical thinking (same as CSU GE Area A3)
 - d. One course in mathematics or quantitative reasoning (same as CSU GE Area B4)
- The four basic skills courses and a minimum of 60 transferable semester units (90-quarter units) must be completed by the spring semester prior to fall admission, or by the fall semester prior to spring admission. Earn a C- or better grade in each basic skills course.