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.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>DES 323</td>
<td>Visual Design Literacy</td>
<td>3</td>
</tr>
<tr>
<td>DES 356</td>
<td>A History of Design and Technology</td>
<td>3</td>
</tr>
<tr>
<td>DES 370</td>
<td>Introduction to Design</td>
<td>1</td>
</tr>
</tbody>
</table>

Core Foundation (12 units)

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>DES 300</td>
<td>Design Process</td>
<td>3</td>
</tr>
<tr>
<td>DES 320</td>
<td>Drafting and Sketching for Design</td>
<td>3</td>
</tr>
<tr>
<td>DES 322</td>
<td>Computer Graphic Imaging</td>
<td>3</td>
</tr>
<tr>
<td>DES 324GW</td>
<td>Research and Writing for Design · GWAR</td>
<td>3</td>
</tr>
</tbody>
</table>

Major Prerequisites (6 units)

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>DES 325</td>
<td>Graphic Design I</td>
<td>3</td>
</tr>
<tr>
<td>DES 327</td>
<td>Interactive Design I</td>
<td>3</td>
</tr>
</tbody>
</table>

Major Requirements (9 units)

Select three of the following:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>DES 425</td>
<td>Graphic Design II</td>
<td>3</td>
</tr>
<tr>
<td>DES 427</td>
<td>Interactive Design II</td>
<td>3</td>
</tr>
<tr>
<td>DES 525</td>
<td>Graphic Design III: Advanced</td>
<td>3</td>
</tr>
<tr>
<td>DES 527</td>
<td>Interactive Design III</td>
<td>3</td>
</tr>
</tbody>
</table>

Culminating Requirement (6 units)

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>DES 505</td>
<td>Senior Design Project (to be taken in the last semester)</td>
<td>3</td>
</tr>
<tr>
<td>DES 570</td>
<td>Professional Practices for Designers</td>
<td>3</td>
</tr>
</tbody>
</table>

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

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

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.

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Course Level</th>
<th>Units</th>
<th>Area Designation</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Ethnic and Racial Minorities</td>
<td>LD or UD</td>
<td>3</td>
<td>AERM</td>
</tr>
<tr>
<td>Environmental Sustainability</td>
<td>LD or UD</td>
<td>3</td>
<td>ES</td>
</tr>
</tbody>
</table>
Students

General Advising Information for Transfer

Scholars Roadmap

This roadmap opens in a new tab.

junior and/or senior year, reducing the number of semesters required for
this program pursue a bachelor's and master's degree simultaneously.

Students in
The San Francisco State Scholars program provides undergraduate
English course, choose the
*Composition for Multilingual Students: If taking
as your first English course and
for your first
• 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.

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.

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-stretch/) | 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-eng/) |

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.

*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.

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for graduation. Students are strongly encouraged to complete these
units before transfer; doing so will provide more flexibility in course
selection after 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/#AAEL.

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.