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 relative to graphic design and digital media. 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 study, research and practice, as well as flexible collaboration with other disciplines involving technology, user experience, and creative problem-solving.

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

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: Introduction</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: Typography</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>
<tr>
<td>DES 627</td>
<td>Advanced Projects in Visual Communication Design</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 (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>Written English Communication II</td>
<td>LD</td>
<td>3</td>
<td>A4</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>Arts or Humanities</td>
<td>LD</td>
<td>3</td>
<td>C1 or C2</td>
</tr>
<tr>
<td>Humanities: Literature</td>
<td>LD</td>
<td>3</td>
<td>C3</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 or UD</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), in a major or minor, or an elective.

American Ethnic and Racial Minorities (AERM) | LD or UD | 3

Environmental Sustainability (ES) | LD or UD | 3

Global Perspectives (GP) | LD or UD | 3

Social Justice (SJ) | LD or UD | 3
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 (GE 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 http://bulletin.sfsu.edu/undergraduate-education/general-education/lower-division/#AAEL.

Identify and complete a 2nd-semester written English composition course before transfer. This is usually the next course after the typical “freshman comp” course, with a focus on writing, reading and critical analytical skills for academic purposes, and developing skills in composing, revising, and the use of rhetorical strategies.

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.

- Complete 60 or more transferable semester units or 90 or more quarter units
- Earn a college grade point average of 2.00 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.