BACHELOR OF SCIENCE IN VISUAL COMMUNICATION DESIGN

The Bachelor of Science in Visual Communication Design encompasses and integrates graphic design and interactive design while offering additional study addressing advanced concepts and a changing technological landscape. Students are prepared to collaborate with other design disciplines in technology, user experience, and creative problem-solving.

Program Learning Outcomes

The BSVCD program's learning objectives strive to enable students to:

a. Demonstrate knowledge in design literacy: history, trends, practices
b. Demonstrate knowledge in theory and principles of perception, visual language, and cultural context.
c. Demonstrate proficiency in industry methods and approaches through a portfolio of completed design projects including:
    i. Design process
    ii. Industry-relevant technical skills and tools.
    iii. Ability to adapt and respond nimbly to emerging forms, media, tools, and methods
    iv. Prototyping
    v. The Iterative process
    vi. Research
    vii. Creative thinking, problem-solving, and the ability to work collaboratively
d. Be able to articulate design problems and processes
e. Demonstrate proficiency in presentation (written, verbal and visual) and will be able to frame their work through effective storytelling and communication
f. Be able to effectively give and incorporate constructive feedback
g. Demonstrate proficiency in graphic design skills including: typography, composition, form
h. Demonstrate proficiency in user experience design including system design, interactive prototyping, research, and user testing
i. Have exposure to, and the ability to design for, emerging media
j. Develop the programming literacy to collaborate with computer engineers/developers

Admission

At the time of admission to the University, all students may elect to be Visual Communication Design majors. No special permission, application, or portfolio is required. Before advancing to courses at the 300 level or higher, however, all majors must:

- Complete the foundation courses DES 200 and DES 222 with a grade of C or better.
- Have upper-division standing.
- Complete the lower-division General Education requirements at SF State or the equivalent at another institution.

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

All courses for the major must be completed with a grade of C or better, except for DES 305, DES 370, and DES 576, which must be completed with a CR grade.

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 .

Foundation Requirements (6 units)

Code	Title	Units
DES 200	Visual Design Literacy	3
DES 222	Digital Design Foundations I	3

Core Requirements (13 Units)

Code	Title	Units
DES 300	Design Process	3
DES 322	Digital Design Foundations II	3
DES 324GW	Research and Writing for Design - GWAR	3
DES 356	A History of Design and Technology	3
DES 370	Introduction to The School of Design	1

Major Requirements (15 units)

Code	Title	Units
DES 325	Graphic Design I	3
DES 327	Interactive Design I	3
DES 425	Graphic Design II	3
DES 427	Interactive Design II	3
Select one of the following:		3
DES 525	Graphic Design III: Advanced	
DES 527	Interactive Design III	

Major Electives (18 Units)

The Major Electives are intended to build a professional design portfolio, and as such, upper-division courses are strongly encouraged. Select six classes from the list below. Take no more than two classes (6 units total) from the 200-level.

Code	Title	Units
CSC 210	Introduction to Computer Programming	3
DES 226	Modern Letterpress Printing: Traditional and Digital Techniques	3
DES 252	Rethinking Digital Visual Media: History, Technology, and Content	3
DES 256	Design and Society: Contemporary Design Issues and Applications	3
DES 305	Lab Safety Basics	1
DES 310	Product Design I	3
DES 320	Drafting and Sketching for Design	3
DES 321	Technical Drawing I: Introduction to CAD	3

DES 405	How to Develop, Patent, and Market an Idea	3
DES 456	Design Thinking Principles and Practices	3
DES 475	Topics in Design	3
DES 523	Information Design I: Data Visualization	3
DES 524		3
DES 525	Graphic Design III: Advanced [1]	3
DES 527	Interactive Design III [1]	3
DES 576	Practical Experience: Internship	3
DES 625	Graphic Design Practicum: Design Working Group	3
DES 627	Advanced Projects in Visual Communication Design	3
DES 628	Design Gallery: Exhibitions and Communications	3
DES 685	Projects in the Teaching of Design	1-4
DES 699	Independent Study in Design	3
JOUR 235	Photojournalism I: Foundations of Photojournalism	3
JOUR 450	Publication Design and Graphics	3
Other electives as approved by an advisor		1-3

Culminating Requirements (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

[1] DES 525 and/or DES 527 can be counted as elective credit if they were not used to satisfy the major requirement. If both courses are taken, students will get credit for both the Major Requirement and Major Electives, but if only one is taken, students will get credit for the Major Requirement only.

General Education Requirements

Requirement	Course Level	Units	Area Designation
Oral Communication	LD	3	A1
Written English Communication	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
Lifelong Learning and Self-Development (LLD)	LD	3	E
Ethnic Studies	LD	3	F
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)

a. The roadmaps presented in this Bulletin are intended as suggested plans of study and do not replace meeting with an advisor. For a more personalized roadmap, please use the Degree Planner (https://registrar.sfsu.edu/degreeplanner/) tool found in your Student Center.

b. In order to choose your English Composition A2 course and your QR/Math B4 course, please complete the online advising activities at writingadvising.sfsu.edu (https://writingadvising.sfsu.edu) and mathadvising.sfsu.edu. Questions? Contact Gator Smart Start (https://gatorsmartstart.sfsu.edu).

First-Time Student Roadmap (http://bulletin.sfsu.edu/colleges/liberal-creative-arts/design-industry/bs-visual-communication-design/roadmap-i-ii-eng/)

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.

SF State Scholars Roadmap (http://bulletin.sfsu.edu/colleges/liberal-creative-arts/design-industry/bs-visual-communication-design/scholars-roadmap/)

General Advising Information for Transfer Students

a. Before transfer, complete as many lower-division requirements or electives for this major as possible.

b. 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/#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.