

# VISUAL COMMUNICATION DESIGN - B.A.

**College of Communication and Information**  
 School of Visual Communication Design  
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 Kent Campus  
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 www.kent.edu/vcd

## Description

The Bachelor of Arts degree in Visual Communication Design prepares students for the graphic design and illustration professions. Students develop technical proficiency and design expertise in the organization of imagery and typography to communicate information in both the two-dimensional and three-dimensional form. Students produce work for print, video, screen displays and interactive experiences, as well as package design, exhibition design and environmental wayfinding.

As this major focuses on design and illustration in the context of a broad liberal arts program, students have the flexibility to choose 20 percent of their coursework (with guidance). This provides the opportunity for students to take a variety of courses to complement their design degree.

Programs in the College of Communication and Information are, by nature, innovative, interdisciplinary and collaborative, which is critical to both professional and scholarly disciplines. Students are educated to work at the intersections of communication, information and technology. Through a core of diverse theory- and practice-based courses, students learn basic concepts that apply across the range of college programs and develop a sense of professional expectations and build toward interdisciplinary thinking and application.

There are many study abroad/away opportunities. For more information contact the Office of Global Education or coordinator of the college's International Study Programs.

### Fully Offered At:

- Kent Campus

## Accreditation

National Association of Schools of Art and Design (NASAD)

## Admission Requirements

The university affirmatively strives to provide educational opportunities and access to students with varied backgrounds, those with special talents and adult students who graduated from high school three or more years ago.

**Freshman Students on the Kent Campus:** The freshman admission policy on the Kent Campus is selective. Admission decisions are based upon the following: cumulative grade point average, ACT and/or SAT scores, strength of high school college preparatory curriculum and grade trends. The Admissions Office at the Kent Campus may defer the admission of students who do not meet admissions criteria but who demonstrate areas of promise for successful college study. Deferred applicants may begin their college coursework at one of seven regional

campuses of Kent State University. For more information on admissions, including additional requirements for some academic programs, visit the admissions website for new freshmen.

**Freshman Students on the Regional Campuses:** Kent State campuses at Ashtabula, East Liverpool, Geauga, Salem, Stark, Trumbull and Tuscarawas, as well as the Regional Academic Center in Twinsburg, have open enrollment admission for students who hold a high school diploma, GED or equivalent.

**English Language Proficiency Requirements for International Students:** All international students must provide proof of English language proficiency (unless they meet specific exceptions) by earning a minimum 525 TOEFL score (71 on the Internet-based version), minimum 75 MELAB score, minimum 6.0 IELTS score or minimum 48 PTE score, or by completing the ESL level 112 Intensive Program. For more information on international admission, visit the Office of Global Education's admission website.

**Transfer, Transitioning and Former Students:** For more information about admission criteria for transfer, transitioning and former students, please visit the admissions website.

The director of the School of Visual Communication Design may impose additional requirements considered reasonable and necessary. Each transfer student will be evaluated individually in terms of his or her ability to perform within the program. A transfer applicant's strengths and deficiencies will be considered and his or her transfer credits will reflect that consideration.

## Program Learning Outcomes

Graduates of this program will be able to:

1. Demonstrate an understanding of the ethics (and legal issues) closely associated with fields of visual communication.
2. Demonstrate an understanding of traditional hands-on skills relative to craftsmanship. Students will demonstrate an understanding of the basic use of digital technologies as they relate to their areas of study.
3. Demonstrate an ability to create visual response to communication problems, including understanding of hierarchy, typography, aesthetics, composition and construction of meaningful images.

## University Requirements

All students in a bachelor's degree program at Kent State University must complete the following university requirements for graduation.

**NOTE:** University requirements may be fulfilled in this program by specific course requirements. Please see Program Requirements for details.

Destination Kent State: First Year Experience	1
Course is not required for students with 25 transfer credits, excluding College Credit Plus, or age 21+ at time of admission.	
Diversity Domestic/Global (DIVD/DIVG)	2 courses
Students must successfully complete one domestic and one global course, of which one must be from the Kent Core.	
Experiential Learning Requirement (ELR)	varies
Students must successfully complete one course or approved experience.	
Kent Core (see table below)	36-37
Writing-Intensive Course (WIC)	1 course
Students must earn a minimum C grade in the course.	

Upper-Division Requirement	39 (or 42)
Students must successfully complete 39 upper-division (numbered 30000 to 49999) credit hours to graduate. Students in a B.A. and/or B.S. degree in the College of Arts and Sciences must complete 42 upper-division credit hours.	
Total Credit Hour Requirement	120
Some bachelor's degrees require students to complete more than 120 credit hours.	

## Kent Core Requirements

Kent Core Composition (KCOMP)	6
Kent Core Mathematics and Critical Reasoning (KMCR)	3
Kent Core Humanities and Fine Arts (KHUM/KFA) (min one course each)	9
Kent Core Social Sciences (KSS) (must be from two disciplines)	6
Kent Core Basic Sciences (KBS/KLAB) (must include one laboratory)	6-7
Kent Core Additional (KADL)	6
<b>Total Credit Hours:</b>	<b>36-37</b>

## Program Requirements

### Major Requirements

[BA-VCD]

Code	Title	Credit Hours
<b>Major Requirements (courses count in major GPA)</b>		
VCD 13000	DESIGN: PRINCIPLES, PROCESSES AND PRACTICE	3
VCD 13001	INTRODUCTION TO VISUAL COMMUNICATION DESIGN STUDIO (min B- grade)	3
VCD 20010	INTRODUCTION TO DESIGN RESEARCH	3
VCD 22000	DESIGN/ILLUSTRATION TECHNIQUES I	3
VCD 22001	DESIGN/ILLUSTRATION TECHNIQUES II	3
VCD 23001	INTRODUCTION TO TYPOGRAPHY	3
VCD 33000	GRAPHIC DESIGN I	3
VCD 33001	GRAPHIC DESIGN II	3
VCD 34004	VISUAL ETHICS	3
VCD 34006	MOTION DESIGN	3
VCD 40092	INTERNSHIP I-GRAPHIC DESIGN/ILLUSTRATION (ELR)	1
VCD 40053 or VCD 40192	GRAPHIC DESIGN STUDIO-GLYPHIX INTERNSHIP II-GRAPHIC DESIGN/ILLUSTRATION/ PHOTOGRAPHY (ELR)	3
VCD 45000	GRAPHIC DESIGN PERSPECTIVES (WIC) <sup>1</sup>	3
VCD 49199	VISUAL COMMUNICATION DESIGN CAPSTONE (ELR)	2
VCD Bachelor of Arts	Guided Electives, choose from the following:	9
CCI 12001	PHOTOGRAPHY	
CCI 46001	RESPONSIVE WEB DESIGN	
CCI 46002	ADVANCED RESPONSIVE WEB DESIGN	
VCD 18002	PHOTOGRAPHY II	
VCD 28001	ADVANCED PHOTOGRAPHY	
VCD 28003	PHOTO TECHNOLOGY	
VCD 32000	ILLUSTRATION I	
VCD 32001	ILLUSTRATION II	
VCD 34005	INTRODUCTION TO 3D GRAPHIC DESIGN	

VCD 40052	GRAPHIC DESIGN-TRAVEL AND FIELD EXPERIENCE
VCD 42000	ADVANCED ILLUSTRATION: MEDIA
VCD 42002	EDITORIAL ILLUSTRATION
VCD 42003	ADVERTISING ILLUSTRATION
VCD 42005	CHARACTER DEVELOPMENT AND DESIGN: THE HUMAN FIGURE
VCD 42006	CHARACTER DEVELOPMENT AND DESIGN: ANIMALS AND ENVIRONMENTS
VCD 42007	GRAPHIC NARRATIVE
VCD 43000	STUDIO PRODUCTION
VCD 43001	INTERACTION DESIGN
VCD 43002	TYPOGRAPHIC/PHOTOGRAPHIC GRAPHIC DESIGN
VCD 43003	IDENTITY SYSTEMS
VCD 43004	ISSUES FOR GRAPHIC DESIGN BUSINESSES
VCD 43005	PACKAGING, PROMOTION AND RETAIL ENVIRONMENTS
VCD 43006	ENVIRONMENTAL GRAPHIC DESIGN
VCD 43007	INFORMATION GRAPHICS
VCD 43051	TYPE HIGH PRESS
VCD 43060	INTRODUCTION TO TYPEFACE DESIGN
VCD 44001	EXHIBITION DESIGN
VCD 46003	ADVANCED TYPOGRAPHY

### Additional Requirements (courses do not count in major GPA)

UC 10097	DESTINATION KENT STATE: FIRST YEAR EXPERIENCE	1
College of Communication and Information Core Electives, choose from the following:		9
COMM 15000	INTRODUCTION TO HUMAN COMMUNICATION (KADL)	
COMM/JMC 21008	SOCIAL MEDIA STRATEGIES	
COMM 35852	INTERCULTURAL COMMUNICATION (DIVG)	
DSCI 15310	COMPUTATIONAL THINKING AND PROGRAMMING	
DSCI 33310	HUMAN-COMPUTER INTERACTION	
JMC 20001	MEDIA, POWER AND CULTURE (DIVD) (KSS)	
LIS 30010	INFORMATION FLUENCY IN THE WORKPLACE AND BEYOND	
UXD 20001	INTRODUCTION TO USER EXPERIENCE DESIGN	

Kent Core Composition	6
Kent Core Mathematics and Critical Reasoning	3
Kent Core Humanities and Fine Arts	9
Kent Core Social Sciences (must be from two disciplines)	6
Kent Core Basic Sciences (must include one laboratory)	6-7
Kent Core Additional	6
General Electives (total credit hours depends on earning 120 credit hours, including 39 upper-division credit hours)	26
<b>Minimum Total Credit Hours:</b>	<b>120</b>

<sup>1</sup> A minimum C grade must be earned to fulfill the writing-intensive requirement.

## Progression Requirements

- Students must receive a minimum B- in VCD 13001 before enrolling in VCD 23001. VCD 13001 may be taken a maximum three times until a minimum B- grade is achieved.

- Students must maintain a 2.500 major GPA in order to continue taking VCD courses. Failure to do so at the end of one semester will result in a written warning with the option of repeating certain VCD courses in order to meet minimum grade and GPA requirements to continue. Failure to do so at the end of two consecutive semesters will result in not being permitted to enroll in VCD courses. Students in this situation will be contacted by an academic advisor to create an alternative plan of study with a new major.

### Graduation Requirements

Minimum Major GPA	Minimum Overall GPA
2.500	2.000

- Any Visual Communication Design (VCD) course taken is calculated in the major GPA.
- A minimum B- may be required in some courses.

### Roadmap

This roadmap is a recommended semester-by-semester plan of study for this major. However, courses designated as critical (!) must be completed in the semester listed to ensure a timely graduation.

Course	Title	Credits
<b>Semester One</b>		
! VCD 13000	DESIGN: PRINCIPLES, PROCESSES AND PRACTICE	3
! VCD 13001	INTRODUCTION TO VISUAL COMMUNICATION DESIGN STUDIO	3
UC 10097	DESTINATION KENT STATE: FIRST YEAR EXPERIENCE	1
Kent Core Requirement		3
Kent Core Requirement		3
Kent Core Requirement		3
Credit Hours		16
<b>Semester Two</b>		
! VCD 22000	DESIGN/ILLUSTRATION TECHNIQUES I	3
! VCD 23001	INTRODUCTION TO TYPOGRAPHY	3
College of Communication and Information Core Electives		6
Kent Core Requirement		3
Credit Hours		15
<b>Semester Three</b>		
! VCD 20010	INTRODUCTION TO DESIGN RESEARCH	3
! VCD 22001	DESIGN/ILLUSTRATION TECHNIQUES II	3
! VCD 33000	GRAPHIC DESIGN I	3
Kent Core Requirement		3
Kent Core Requirement		3
Credit Hours		15
<b>Semester Four</b>		
VCD 34006	MOTION DESIGN	3
VCD 40092	INTERNSHIP I-GRAPHIC DESIGN/ILLUSTRATION (ELR)	1
Kent Core Requirement		3
Kent Core Requirement		3
Kent Core Requirement		3
General Electives		3
Credit Hours		16
<b>Semester Five</b>		
VCD 33001	GRAPHIC DESIGN II	3

! VCD 34004	VISUAL ETHICS	3
Kent Core Requirement		3
Kent Core Requirement		3
General Electives		3
Credit Hours		15
<b>Semester Six</b>		
VCD 45000	GRAPHIC DESIGN PERSPECTIVES (WIC)	3
VCD Bachelor of Arts Guided Electives		3
College of Communication and Information Core Electives		3
Kent Core Requirement		3
General Electives		3
Credit Hours		15
<b>Third Summer Term</b>		
VCD 40053	GRAPHIC DESIGN STUDIO-GLYPHIX	3
or VCD 40192	or INTERNSHIP II-GRAPHIC DESIGN/ILLUSTRATION/PHOTOGRAPHY (ELR)	
Credit Hours		3
<b>Semester Seven</b>		
VCD Bachelor of Arts Guided Electives		3
General Electives		9
Credit Hours		12
<b>Semester Eight</b>		
VCD 49199	VISUAL COMMUNICATION DESIGN CAPSTONE (ELR)	2
VCD Bachelor of Arts Guided Electives		3
General Electives		8
Credit Hours		13
Minimum Total Credit Hours:		120