visual communication design - b.f.a.

college of communication and information
school of visual communication design
241 taylor hall
kent campus
330-672-7856
vcd@kent.edu
www.kent.edu/vcd

description
the bachelor of fine arts degree in visual communication design prepares students for the graphic design and illustration professions. specifically our program develops technical proficiency and design expertise in the organization of imagery and typography to communicate information in both the two-dimensional and three-dimensional form. our students produce work for print, video, screen displays and interactive experiences, as well as package design, exhibition design and environmental wayfinding. there are many study abroad/away opportunities. for more information contact the office of global education or cci’s coordinator of international study programs.

all bachelor-level degrees in design, illustration and photography require a combination of visual arts and liberal arts courses. the school of visual communication design offers the bachelor of arts (b.a.) and bachelor of fine arts (b.f.a.). the decision as to which degree is best for a particular student depends on the student’s educational and career goals, academic standing and performance in studio coursework.

according to the national association of schools of art and design (nasad), the bachelor of fine arts is "the professional degree" and "focuses on intensive work in the visual arts supported by a program of general studies." the school of visual communication design’s b.f.a. degree program consists of approximately two-thirds of the coursework in the "creation and study of the visual arts," with the remainder in general studies. because of the greater emphasis on upper-level studio courses, the b.f.a. allows majors the opportunity to build greater expertise in a given area of the field.

fully offered at:
• kent campus

accreditation
national association of schools of art and design

admission requirements
admission to this major is selective. admission is determined upon the successful completion of the vcd sophomore portfolio review and the support of the vcd faculty members. the bachelor of fine arts requires a minimum 2.750 gpa in major; 2.500 gpa overall and satisfactory grade in vcd 20196.

the school of visual communication design recognizes that competence in visual design as well as intellectual capacity are necessary qualities in students who plan to prepare for a career in visual communication design. therefore, the right is reserved to require evidence of achievement in design and related areas from all students endeavoring to enroll for the first time as majors in the school. early admission is recommended.

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. the director of the school of visual communication design may impose additional requirements considered reasonable and necessary.

for more information on admissions, visit the admission website.

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 academic score, or by completing the els level 112 intensive program. for more information on international admission, visit the office of global education’s admission website.

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.

<table>
<thead>
<tr>
<th>requirement</th>
<th>credits/courses</th>
</tr>
</thead>
<tbody>
<tr>
<td>destination kent state: first year experience</td>
<td>1</td>
</tr>
<tr>
<td>course is not required for students with 25 transfer credits, excluding college credit plus, or age 21+ at time of admission.</td>
<td></td>
</tr>
<tr>
<td>diversity domestic/global (div/divg)</td>
<td>2 courses</td>
</tr>
<tr>
<td>students must successfully complete one domestic and one global course, of which one must be from the kent core.</td>
<td></td>
</tr>
<tr>
<td>experiential learning requirement (elr)</td>
<td>varies</td>
</tr>
<tr>
<td>students must successfully complete one course or approved experience.</td>
<td></td>
</tr>
<tr>
<td>kent core (see table below)</td>
<td>36-37</td>
</tr>
<tr>
<td>writing-intensive course (wic)</td>
<td>1 course</td>
</tr>
<tr>
<td>students must earn a minimum c grade in the course.</td>
<td></td>
</tr>
<tr>
<td>upper-division requirement</td>
<td>39 (or 42)</td>
</tr>
<tr>
<td>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.</td>
<td></td>
</tr>
<tr>
<td>total credit hour requirement</td>
<td>120</td>
</tr>
</tbody>
</table>
Some bachelor’s degrees require students to complete more than 120 credit hours.

### Kent Core Requirements

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Credits/Courses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kent Core Composition (KCMP)</td>
<td>6</td>
</tr>
<tr>
<td>Kent Core Mathematics and Critical Reasoning (KMCR)</td>
<td>3</td>
</tr>
<tr>
<td>Kent Core Humanities and Fine Arts (KHUM/KFA) (min one course each)</td>
<td>9</td>
</tr>
<tr>
<td>Kent Core Social Sciences (KSS) (must be from two disciplines)</td>
<td>6</td>
</tr>
<tr>
<td>Kent Core Basic Sciences (KBS/KLAB) (must include one laboratory)</td>
<td>6-7</td>
</tr>
<tr>
<td>Kent Core Additional (KADL)</td>
<td>6</td>
</tr>
<tr>
<td>Total Credit Hours:</td>
<td><strong>36-37</strong></td>
</tr>
</tbody>
</table>

### Program Requirements

#### Major Requirements

[CI-BFA-VCD]

<table>
<thead>
<tr>
<th>Major Requirements (courses count in major GPA)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>VCD 13000 INTRODUCTION TO VISUAL COMMUNICATION DESIGN</td>
<td>3</td>
</tr>
<tr>
<td>VCD 13001 INTRODUCTION TO VISUAL COMMUNICATION DESIGN STUDIO (min B- grade)</td>
<td>3</td>
</tr>
<tr>
<td>VCD 18000 PHOTOGRAPHY</td>
<td>3</td>
</tr>
<tr>
<td>VCD 20010 INTRODUCTION TO DESIGN RESEARCH</td>
<td>3</td>
</tr>
<tr>
<td>VCD 20196 VCD SOPHOMORE PORTFOLIO REVIEW</td>
<td>1</td>
</tr>
<tr>
<td>VCD 22000 DESIGN/ILLUSTRATION TECHNIQUES I</td>
<td>3</td>
</tr>
<tr>
<td>VCD 22001 DESIGN/ILLUSTRATION TECHNIQUES II</td>
<td>3</td>
</tr>
<tr>
<td>VCD 23001 INTRODUCTION TO TYPOGRAPHY</td>
<td>3</td>
</tr>
<tr>
<td>VCD 32000 ILLUSTRATION I</td>
<td>3</td>
</tr>
<tr>
<td>VCD 33000 GRAPHIC DESIGN I</td>
<td>3</td>
</tr>
<tr>
<td>VCD 33001 GRAPHIC DESIGN II</td>
<td>3</td>
</tr>
<tr>
<td>VCD 34004 VISUAL ETHICS</td>
<td>3</td>
</tr>
<tr>
<td>VCD 34005 INTRODUCTION TO 3D GRAPHIC DESIGN</td>
<td>3</td>
</tr>
<tr>
<td>VCD 34006 MOTION DESIGN</td>
<td>3</td>
</tr>
<tr>
<td>VCD 40035 PROFESSIONAL PORTFOLIO BFA DESIGN</td>
<td>2</td>
</tr>
<tr>
<td>VCD 40053 GRAPHIC DESIGN STUDIO-GLYPHIX</td>
<td>3</td>
</tr>
<tr>
<td>VCD 40092 INTERNSHIP I-GRAPHIC DESIGN/ILLUSTRATION (ELR)</td>
<td>1</td>
</tr>
<tr>
<td>VCD 40192 or VCD 40192 INTERNSHIP II-GRAPHIC DESIGN/ILLUSTRATION/PHOTO-ILLUSTRATION (ELR)</td>
<td></td>
</tr>
<tr>
<td>VCD 45000 GRAPHIC DESIGN PERSPECTIVES (WIC) ¹</td>
<td>3</td>
</tr>
<tr>
<td>Guided Electives, choose from the following:</td>
<td>27</td>
</tr>
<tr>
<td>VCD 18002 PHOTOGRAPHY II</td>
<td></td>
</tr>
<tr>
<td>VCD 28001 ADVANCED PHOTOGRAPHY</td>
<td></td>
</tr>
<tr>
<td>VCD 28003 PHOTO TECHNOLOGY</td>
<td></td>
</tr>
<tr>
<td>VCD 32001 ILLUSTRATION II</td>
<td></td>
</tr>
<tr>
<td>VCD 40052 GRAPHIC DESIGN-TRAVEL AND FIELD EXPERIENCE</td>
<td></td>
</tr>
<tr>
<td>VCD 40053 GRAPHIC DESIGN STUDIO-GLYPHIX</td>
<td></td>
</tr>
<tr>
<td>VCD 40095 SPECIAL TOPICS:GRAPHIC DESIGN/ILLUSTRATION</td>
<td></td>
</tr>
<tr>
<td>VCD 42000 ADVANCED ILLUSTRATION.MEDIA</td>
<td></td>
</tr>
<tr>
<td>VCD 42002 EDITORIAL ILLUSTRATION</td>
<td></td>
</tr>
<tr>
<td>VCD 42003 ADVERTISING ILLUSTRATION</td>
<td></td>
</tr>
<tr>
<td>VCD 43000 STUDIO PRODUCTION</td>
<td></td>
</tr>
</tbody>
</table>

| VCD 43001 INTERACTION DESIGN                      | |
| VCD 43002 TYPOGRAPHIC/PHOTOGRAPHIC GRAPHIC DESIGN | |
| VCD 43003 CORPORATE IDENTITY/GRAPHIC DESIGN       | |
| 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 46003 ADVANCED TYPOGRAPHY                     | |
| VCD 49199 SENIOR CAPSTONE (ELR)                   | |

Art History Upper-Division Elective (ARTH 30000 or 40000 level)

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

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Credits/Courses</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARTH 22007 ART HISTORY: RENAISSANCE TO MODERN ART (KFA)</td>
<td>3</td>
</tr>
<tr>
<td>COMM 15000 INTRODUCTION TO HUMAN COMMUNICATION (KADL)</td>
<td>3</td>
</tr>
<tr>
<td>JMC 20001 MEDIA, POWER AND CULTURE (DIVD) (KSS)</td>
<td>3</td>
</tr>
<tr>
<td>LIS 30010 INFORMATION FLUENCY IN THE WORKPLACE AND BEYOND</td>
<td>3</td>
</tr>
<tr>
<td>UC 10097 DESTINATION KENT STATE: FIRST YEAR EXPERIENCE</td>
<td>1</td>
</tr>
</tbody>
</table>

Kent Core Composition                                      | 6               |
Kent Core Mathematics and Critical Reasoning                | 3               |
Kent Core Humanities and Fine Arts                          | 6               |
Kent Core Social Sciences (must be from two disciplines)    | 3               |
Kent Core Basic Sciences (must include a lab)               | 6-7             |
Kent Core Additional                                         | 3               |

General Electives or Additional Guided Electives (total credit hours depends on earning 120 credit hours, including 39 upper-division credit hours)

Minimum Total Credit Hours: **120**

¹ 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

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Credits/Courses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum Major GPA</td>
<td>2.750</td>
</tr>
<tr>
<td>Minimum Overall GPA</td>
<td>2.500</td>
</tr>
</tbody>
</table>

- Any Visual Communication Design (VCD) course taken is calculated in the major GPA.
- A minimum B- grade may be required in some courses.
- The review of the creative ability and technical skills of students wishing to pursue courses or a major in visual communication design
will be based on the quality of a portfolio of work selected from basic courses VCD 13000, VCD 13001, VCD 22000, VCD 22001, VCD 23001 and VCD 33000.
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.

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Semester One</td>
<td>! VCD 13000 INTRODUCTION TO VISUAL COMMUNICATION DESIGN</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>! VCD 13001 INTRODUCTION TO VISUAL COMMUNICATION DESIGN STUDIO</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>UC 10097 DESTINATION KENT STATE: FIRST YEAR EXPERIENCE</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Kent Core Requirement</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Kent Core Requirement</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Kent Core Requirement</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td><strong>Credit Hours</strong></td>
<td><strong>16</strong></td>
</tr>
<tr>
<td>Semester Two</td>
<td>COMM 15000 INTRODUCTION TO HUMAN COMMUNICATION (KADL)</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>JMC 20001 MEDIA, POWER AND CULTURE (DIVD) (KSS)</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>! VCD 22000 DESIGN/ILLUSTRATION TECHNIQUES I</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>! VCD 23001 INTRODUCTION TO TYPOGRAPHY</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Kent Core Requirement</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td><strong>Credit Hours</strong></td>
<td><strong>15</strong></td>
</tr>
<tr>
<td>Semester Three</td>
<td>ARTH 22007 ART HISTORY: RENAISSANCE TO MODERN ART (KFA)</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>! VCD 20010 INTRODUCTION TO DESIGN RESEARCH</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>! VCD 20196 VCD SOPHOMORE PORTFOLIO REVIEW</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>! VCD 22001 DESIGN/ILLUSTRATION TECHNIQUES II</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>! VCD 33000 GRAPHIC DESIGN I</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Kent Core Requirement</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td><strong>Credit Hours</strong></td>
<td><strong>16</strong></td>
</tr>
<tr>
<td>Semester Four</td>
<td>! VCD 32000 ILLUSTRATION I</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>! VCD 34005 INTRODUCTION TO 3D GRAPHIC DESIGN</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>VCD 34006 MOTION DESIGN</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>VCD 40092 INTERNSHIP I-GRAPHIC DESIGN/ILLUSTRATION (ELR)</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Kent Core Requirement</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Kent Core Requirement</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td><strong>Credit Hours</strong></td>
<td><strong>16</strong></td>
</tr>
<tr>
<td>Semester Five</td>
<td>VCD 18000 PHOTOGRAPHY</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>VCD 33001 GRAPHIC DESIGN II</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>! VCD 34004 VISUAL ETHICS</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Guided Elective</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Kent Core Requirement</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td><strong>Credit Hours</strong></td>
<td><strong>15</strong></td>
</tr>
<tr>
<td>Semester Six</td>
<td>LIS 30010 INFORMATION FLUENCY IN THE WORKPLACE AND BEYOND</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>VCD 45000 GRAPHIC DESIGN PERSPECTIVES (WIC)</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Guided Elective</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td><strong>Credit Hours</strong></td>
<td><strong>15</strong></td>
</tr>
</tbody>
</table>

| Semester Seven | ! VCD 40053 or VCD 40192 GRAPHIC DESIGN STUDIO-GLYPHIX or INTERNSHIP II-GRAPHIC DESIGN/ILLUSTRATION/PHOTO-ILLUSTRATION (ELR) | 3       |
|                | **Credit Hours**                                                      | **3**   |
|                | Guided Electives                                                      | 9       |
|                | Kent Core Requirement                                                 | 3       |
|                | **Credit Hours**                                                      | **12**  |
| Semester Eight | VCD 40035 PROFESSIONAL PORTFOLIO BFA DESIGN                           | 2       |
|                | Guided Electives                                                      | 6       |
|                | General Electives or Additional Guided Electives                      | 4       |
|                | **Credit Hours**                                                      | **12**  |

**Minimum Total Credit Hours:** **120**

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