VISUAL COMMUNICATION DESIGN - B.A.

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

Contact Information
• School Director: Daniel Alenquer | vcd@kent.edu | 330-672-7856
• Speak with an Advisor
• Chat with an Admissions Counselor

Fully Offered
• Delivery:
  • In person
• Location:
  • Kent Campus

Examples of Possible Careers
• Graphic Designer
• Art/Creative Director
• UI/UX Designer
• Motion Designer/Animator
• Illustrator
• Exhibit/Wayfinding Designer
• Package Designer

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

This program focuses on design and illustration in the context of a broad liberal arts program, giving students 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. Students learn at the intersections of communication, information, and technology. The B.A. degree program is for students planning to attend a graduate program or plan to pair their visual communication design degree with another field of study.

For students looking to work as a design professional, the B.F.A. degree in Visual Communication Design is recommended.

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.

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.

First-Year Students on the Kent Campus: First-year admission policy on the Kent Campus is selective. Admission decisions are based upon cumulative grade point average, strength of high school college preparatory curriculum and grade trends. Students not admissible to the Kent Campus may be administratively referred to one of the seven regional campuses to begin their college coursework. For more information, visit the admissions website for first-year students.

First-Year Students on the Regional Campuses: First-year admission to Kent State’s campuses at Ashtabula, East Liverpool, Geauga, Salem, Stark, Trumbull and Tuscarawas, as well as the Twinsburg Academic Center, is open to anyone with a high school diploma or its equivalent. Check with a regional campus admissions office to determine application requirements, as they may differ among campuses.

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, minimum 48 PTE score or minimum 100 DET score; or by completing the ESL level 112 Intensive Program. For more information, visit the admissions website for international students.

Transfer Students: For more information, visit the admissions website for transfer students.

Former Students: Former Kent State students or graduates who have not attended another college or university since Kent State may complete the reenrollment or reinstatement form on the University Registrar’s 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.
3. Demonstrate an understanding of the basic use of digital technologies as they relate to their areas of study.
4. 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.

**Kent Core Requirements**

- Kent Core Composition (KCMP) 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

Total Credit Hours: 36-37

**Program Requirements**

**Major Requirements**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
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<tbody>
<tr>
<td>VCD 13000</td>
<td>VISUAL DESIGN THINKING</td>
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<td>VCD 13001</td>
<td>INTRODUCTION TO VISUAL COMMUNICATION DESIGN STUDIO (min B- grade)</td>
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<td>VCD 20010</td>
<td>INTRODUCTION TO DESIGN RESEARCH</td>
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<td>VCD 22000</td>
<td>DESIGN/ILLUSTRATION TECHNIQUES I</td>
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<td>VCD 22001</td>
<td>DESIGN/ILLUSTRATION TECHNIQUES II</td>
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<td>VCD 23001</td>
<td>TYPOGRAPHY I (min B- grade)</td>
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<td>VCD 25000</td>
<td>DESIGN HISTORY AND THEORY</td>
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<td>VCD 33000</td>
<td>GRAPHIC DESIGN I</td>
<td>3</td>
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<tr>
<td>VCD 33001</td>
<td>GRAPHIC DESIGN II</td>
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<td>VCD 34004</td>
<td>VISUAL ETHICS</td>
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<td>VCD 34006</td>
<td>MOTION DESIGN</td>
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<td>VCD 40182</td>
<td>INTERNSHIP PREPARATION: DESIGN, ILLUSTRATION AND PHOTOGRAPHY</td>
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VCD 40192 | INTERNSHIP DESIGN, ILLUSTRATION AND PHOTOGRAPHY (ELR) | 1 |
VCD 49198 | RESEARCH PAPERS AND PROPOSALS FOR DESIGN, ILLUSTRATION AND PHOTOGRAPHY (ELR) (WIC) | 2 |
VCD 49199 | CAPSTONE PROJECT (ELR) | 3 |
VCD Bachelor of Arts Guided Electives, choose from the following: 9
- CCI 12001 | PHOTOGRAPHY | 1 |
- VCD 18002 | PHOTOGRAPHY II | 2 |
- VCD 28003 | DIGITAL IMAGING I | 3 |
- VCD 32000 | ILLUSTRATION I | 3 |
- VCD 32001 | ILLUSTRATION II | 3 |
- VCD 34005 | INTRODUCTION TO 3D GRAPHIC DESIGN | 3 |
- VCD 38004 | ADVANCED PHOTOGRAPHY | 3 |
- VCD 40052 | GRAPHIC DESIGN-TRAVEL AND FIELD EXPERIENCE | 3 |
- VCD 40053 | GLYPHIX RESEARCH LABORATORY | 3 |
- VCD 42000 | ADVANCED ILLUSTRATION: MEDIA | 3 |
- VCD 42002 | EDITORIAL ILLUSTRATION | 3 |
- VCD 42003 | ADVERTISING ILLUSTRATION | 3 |
- VCD 42005 | CHARACTER DEVELOPMENT AND DESIGN: THE HUMAN FIGURE | 3 |
- VCD 42006 | CHARACTER DEVELOPMENT AND DESIGN: ANIMALS AND ENVIRONMENTS | 3 |
- VCD 42007 | GRAPHIC NARRATIVE | 3 |
- VCD 43000 | STUDIO PRODUCTION | 3 |
- VCD 43001 | INTERACTION DESIGN I | 3 |
- VCD 43002 | TYPOGRAPHY II | 3 |
- VCD 43003 | IDENTITY SYSTEMS | 3 |
- VCD 43005 | PACKAGING, PROMOTION AND RETAIL ENVIRONMENTS | 3 |
- VCD 43006 | ENVIRONMENTAL GRAPHIC DESIGN | 3 |
- VCD 43007 | INFORMATION DESIGN | 3 |
- VCD 43051 | TYPE HIGH PRESS | 3 |
- VCD 43060 | TYPEFACE DESIGN | 3 |
- VCD 43101 | INTERACTION DESIGN II | 3 |
- VCD 44001 | EXHIBITION DESIGN | 3 |
- VCD 46002 | RESPONSIVE WEB DESIGN | 3 |
- VCD 46003 | TYPOGRAPHY III | 3 |

**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) | 1 |
  - COMM 35852 | INTERCULTURAL COMMUNICATION (DIVG) | 2 |
  - EMAT 15310 | CREATIVE CODING | 3 |
  - EMAT 33310 | HUMAN-COMPUTER INTERACTION | 3 |
  - LIS 30010 | INFORMATION FLUENCY IN THE WORKPLACE AND BEYOND | 3 |
  - MDJ 20001 | MEDIA, POWER AND CULTURE (DIV) (KSS) | 3 |
  - MDJ 21008 | SOCIAL MEDIA STRATEGIES | 3 |
  - UXD 20001 | INTRODUCTION TO USER EXPERIENCE DESIGN | 3 |

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) 24
Minimum Total Credit Hours: 120

1 Minimum 1 credit hour of VCD 40192 is required for the program. Students can apply a maximum 4 credit hours of VCD 40192 toward their degree program.
2 A minimum C grade must be earned to fulfill the writing-intensive requirement.
3 A maximum of 4 credit hours of Physical Activity, Wellness and Sport (PWS) courses may be applied toward the degree program.

Progression Requirements

• Students must earn a minimum B- grade 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 earn a minimum B- grade in VCD 23001 before enrolling in VCD 33000.
• 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 2.500
Minimum Overall GPA 2.000

• A minimum B- grade 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.

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Kent Core Requirement 3
Kent Core Requirement 3
Kent Core Requirement 3

Minimum Total Credit Hours: 16

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<tr>
<th>Semester Two</th>
<th>Credits</th>
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<td>Kent Core Requirement</td>
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Minimum Total Credit Hours: 15