VISUAL COMMUNICATION DESIGN - B.A.

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

About This Program
Unleash your creativity with the Visual Communication Design major. Experienced faculty will help you develop a portfolio of professional design work for print, motion, video and interactive media. With a focus on design and illustration, this degree offers the flexibility to succeed in a wide variety of career fields. Enroll now and turn your passion for graphic design into a successful future. Read more...

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

Program Delivery
- 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

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 admitted 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. For more information on admissions, contact the Regional Campuses admissions offices.

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, visit the admissions website for international students.

Transfer Students: Students who have attended any other educational institution after graduating from high school must apply as undergraduate 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.

Admission policies for undergraduate students may be found in the University Catalog’s Academic Policies.

Some programs may require that students meet certain requirements before progressing through the program. For programs with progression requirements, the information is shown on the program’s Coursework tab.

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 Requirements

**Major Requirements**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>VCD 13000</td>
<td>VISUAL DESIGN THINKING</td>
<td>3</td>
</tr>
<tr>
<td>VCD 13001</td>
<td>INTRODUCTION TO VISUAL COMMUNICATION DESIGN STUDIO (min B- grade)</td>
<td>3</td>
</tr>
<tr>
<td>VCD 20010</td>
<td>DESIGN RESEARCH AND METHODS</td>
<td>3</td>
</tr>
<tr>
<td>VCD 22000</td>
<td>DESIGN/ILLUSTRATION TECHNIQUES I</td>
<td>3</td>
</tr>
<tr>
<td>VCD 22001</td>
<td>DESIGN/ILLUSTRATION TECHNIQUES II</td>
<td>3</td>
</tr>
<tr>
<td>VCD 23001</td>
<td>TYPOGRAPHY I (min B- grade)</td>
<td>3</td>
</tr>
<tr>
<td>VCD 25000</td>
<td>DESIGN HISTORY AND THEORY</td>
<td>3</td>
</tr>
<tr>
<td>VCD 33000</td>
<td>GRAPHIC DESIGN I</td>
<td>3</td>
</tr>
<tr>
<td>VCD 33001</td>
<td>GRAPHIC DESIGN II</td>
<td>3</td>
</tr>
<tr>
<td>VCD 34004</td>
<td>VISUAL ETHICS</td>
<td>3</td>
</tr>
<tr>
<td>VCD 40182</td>
<td>INTERNSHIP PREPARATION: DESIGN, ILLUSTRATION AND PHOTOGRAPH</td>
<td>2</td>
</tr>
<tr>
<td>VCD 40192</td>
<td>INTERNSHIP DESIGN, ILLUSTRATION AND PHOTOGRAPH (ELR)</td>
<td>1</td>
</tr>
<tr>
<td>VCD 44006</td>
<td>MOTION DESIGN I</td>
<td>3</td>
</tr>
<tr>
<td>VCD 49198</td>
<td>RESEARCH PAPERS AND PROPOSALS FOR DESIGN, ILLUSTRATION AND PHOTOGRAPH (ELR)</td>
<td>2</td>
</tr>
</tbody>
</table>
from the following:

- UC 10001 PHOTOGRAPHY
- CCI 12001 PHOTOGRAPHY II
- VCD 21000 INTRODUCTION TO WEB DESIGN
- VCD 28003 DIGITAL IMAGING I
- VCD 32000 ILLUSTRATION I
- VCD 32001 ILLUSTRATION II
- VCD 33101 INTERACTION DESIGN I
- VCD 34005 ELEMENTS OF BRAND DESIGN
- VCD 38004 ADVANCED PHOTOGRAPHY
- VCD 40053 GLYPHIX RESEARCH LABORATORY
- VCD 40089 GRAPHIC DESIGN-TRAVEL AND FIELD EXPERIENCE (DIVG) (ELR)
- 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 43002 TYPOGRAPHY II
- VCD 43003 IDENTITY SYSTEMS
- VCD 43005 INTEGRATED BRAND DESIGN
- VCD 43006 BRAND EXPERIENCES
- VCD 43007 INFORMATION DESIGN
- VCD 43051 TYPE HIGH PRESS
- VCD 43060 TYPEFACE DESIGN
- VCD 43101 INTERACTION DESIGN II
- VCD 44001 EXHIBITION DESIGN
- VCD 46002 RESPONSIVE WEB DESIGN
- VCD 46003 EXPERIMENTAL TYPOGRAPHY

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

- UC 10001 FLASHES 101

College of Communication and Information Core Electives, choose from the following:

- CCI 10096 SPECIAL TOPICS IN COMMUNICATION AND INFORMATION
- CCI 40089 BRANDING AND SOCIAL MEDIA STRATEGIES FOR ITALIAN LIFESTYLE (DIVG) (ELR)
- CCI 40096 SPECIAL TOPICS IN COMMUNICATION AND INFORMATION
- CCI 40189 ITALIAN POP CULTURE (DIVG) (ELR)
- CCI 40289 ITALIAN CINEMA (DIVG) (ELR)
- CCI 40389 DOCUMENTARY FILMMAKING (DIVG) (ELR)
- CCI 40489 MULTIMEDIA EXPERIENTIAL LEARNING (DIVG) (ELR)
- CCI 45089 INTERNATIONAL EXPERIENCE IN THE COLLEGE OF COMMUNICATION AND INFORMATION (DIVG) (ELR)
- CCI 46089 INTERNATIONAL EXPERIENCE IN THE COLLEGE OF COMMUNICATION AND INFORMATION (DIVG) (ELR)
- COMM 15000 INTRODUCTION TO HUMAN COMMUNICATION (KADL)
- COMM 35852 INTERCULTURAL COMMUNICATION (DIVG)
- EMAT 25310 CREATIVE CODING
- EMAT 33310 HUMAN-COMPUTER INTERACTION

**LIS 30010 INFORMATION FLUENCY IN THE WORKPLACE AND BEYOND**

- MDJ 20001 MEDIA, POWER AND CULTURE (DIVD) (KSS)
- MDJ 21008 SOCIAL MEDIA STRATEGIES
- UXD 20001 INTRODUCTION TO USER EXPERIENCE DESIGN

Kent Core Composition

Kent Core Mathematics and Critical Reasoning

Kent Core Humanities and Fine Arts

Kent Core Social Sciences (must be from two disciplines)

Kent Core Basic Sciences (must include one laboratory)

Kent Core Additional

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

**Minimum Total Credit Hours:** 120

1. Students who have taken ARTS 14000 from another program may use it as a substitute for VCD 22000.
2. Minimum 1 credit hour of VCD 40192 is required for the program. Students may apply a maximum 4 credit hours of VCD 40192 toward their degree program.
3. A minimum C grade must be earned to fulfill the writing-intensive requirement.
4. A maximum of 4 credit hours of Physical Activity, Wellness and Sport (PWS) courses may be applied toward the degree program.

**Progression Requirements**

- 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>Minimum Major GPA</th>
<th>Minimum Overall GPA</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.500</td>
<td>2.000</td>
</tr>
</tbody>
</table>

- 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.

<table>
<thead>
<tr>
<th>Semester One</th>
<th>Credits</th>
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<tbody>
<tr>
<td>! VCD 13000</td>
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</tr>
<tr>
<td>! VCD 13001</td>
<td>3</td>
</tr>
<tr>
<td>UC 10001</td>
<td>1</td>
</tr>
<tr>
<td>Kent Core Requirement</td>
<td>3</td>
</tr>
<tr>
<td>Kent Core Requirement</td>
<td>3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>16</td>
</tr>
</tbody>
</table>
### 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>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flashes 101 (UC 10001)</td>
<td>1 credit hour</td>
</tr>
<tr>
<td>Diversity Domestic/Global (DIVD/DIVG)</td>
<td>2 courses</td>
</tr>
<tr>
<td>Experiential Learning Requirement (ELR)</td>
<td>varies</td>
</tr>
<tr>
<td>Kent Core (see table below)</td>
<td>36-37 credit hours</td>
</tr>
<tr>
<td>Writing-Intensive Course (WIC)</td>
<td>1 course</td>
</tr>
<tr>
<td>Upper-Division Requirement</td>
<td>39 credit hours</td>
</tr>
<tr>
<td>Total Credit Hour Requirement</td>
<td>120 credit hours</td>
</tr>
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</table>

#### Kent Core Requirements

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Credit Hours</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><strong>Total Credit Hours:</strong></td>
<td><strong>36-37</strong></td>
</tr>
</tbody>
</table>

### 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.

### Full 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.

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.

Students may apply early to the following master's degree programs
and double count 9 credit hours of graduate courses toward both degree
programs. See the Combined Bachelor's/Master's Degree Program Policy
in the University Catalog for more information.

- Master of Arts degree in Communication Studies
- Master of Arts degree in Media and Journalism
- Master of Arts degree in Visual Communication Design
- Master of Fine Arts degree in Visual Communication Design
- Master of Library Information Science degree in Library and
  Information Science
- Master of Science degree in Emerging Media and Technology
- Master of Science degree in Health Informatics
- Master of Science degree in Knowledge Management
- Master of Science degree in User Experience

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.