VISUAL COMMUNICATION DESIGN - B.F.A.

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

About This Program

Focused on an intensive studio arts experience, this Visual Communication Design major is the "professional degree" that will take your design skills to the next level. You'll hone your craft solving communication challenges, while building a strong professional portfolio as a visual communicator and storyteller, preparing you for a successful career in a range of design industries. Read more...

Contact Information

- School Director: **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 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. 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. 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.

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 Coursework tab.

Program Requirements

Code	Title	Credit Hours
Major Requirements (courses count in major GPA)		
CCI 12001	PHOTOGRAPHY	3
VCD 13000	VISUAL DESIGN THINKING	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	TYPOGRAPHY I (min B- grade)	3
VCD 25000	DESIGN HISTORY AND THEORY	3
VCD 33000	GRAPHIC DESIGN I	3
VCD 33001	GRAPHIC DESIGN II	3
VCD 33101	INTERACTION DESIGN I	3
VCD 34004	VISUAL ETHICS	3
VCD 34005	INTRODUCTION TO 3D GRAPHIC DESIGN	3
VCD 40035	PROFESSIONAL PORTFOLIO BFA DESIGN	3
VCD 40182	INTERNSHIP PREPARATION: DESIGN, ILLUSTRATION AND PHOTOGRAPHY	2
VCD 40192	INTERNSHIP: DESIGN, ILLUSTRATION AND PHOTOGRAPHY (ELR) [1]	1
VCD 44006	MOTION DESIGN I	3
VCD 43002	TYPOGRAPHY II	3
VCD 43003	IDENTITY SYSTEMS	3
VCD 49198	RESEARCH PAPERS AND PROPOSALS FOR DESIGN, ILLUSTRATION AND PHOTOGRAPHY (ELR) (WIC) [2]	2
VCD Specialization Electives, choose from the following:		12
VCD 40053	GLYPHIX RESEARCH LABORATORY	
VCD 40089	GRAPHIC DESIGN-TRAVEL AND FIELD EXPERIENCE (ELR)	
VCD 40095	SPECIAL TOPICS IN DESIGN, ILLUSTRATION AND PHOTOGRAPHY	
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 43005	PACKAGING AND PROMOTION	
VCD 43006	ENVIRONMENTAL GRAPHIC DESIGN	
VCD 43007	INFORMATION DESIGN	
VCD 43060	TYPEFACE DESIGN	
VCD 43101	INTERACTION DESIGN II	
VCD 46002	RESPONSIVE WEB DESIGN	
VCD 46003	TYPOGRAPHY III	
VCD 49199	CAPSTONE PROJECT (ELR)	
VCD Additional Electives, choose from the following: [3]		6
VCD 18002	PHOTOGRAPHY II	
VCD 21000	INTRODUCTION TO WEB DESIGN	
VCD 28003	DIGITAL IMAGING I	
VCD 32000	ILLUSTRATION I	
VCD 32001	ILLUSTRATION II	
VCD 38004	ADVANCED PHOTOGRAPHY	
VCD 40053	GLYPHIX RESEARCH LABORATORY	
VCD 40089	GRAPHIC DESIGN-TRAVEL AND FIELD EXPERIENCE (ELR)	
VCD 40095	SPECIAL TOPICS IN DESIGN, ILLUSTRATION AND PHOTOGRAPHY	
VCD 40195	SELECTED TOPICS IN DESIGN, ILLUSTRATION AND PHOTOGRAPHY	
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 43005	PACKAGING AND PROMOTION	
VCD 43006	ENVIRONMENTAL GRAPHIC DESIGN	
VCD 43051	TYPE HIGH PRESS [4]	
VCD 43060	TYPEFACE DESIGN	
VCD 43101	INTERACTION DESIGN II	
VCD 46002	RESPONSIVE WEB DESIGN	
VCD 46003	TYPOGRAPHY III	
VCD 49199	CAPSTONE PROJECT (ELR)	
Additional Requirements (courses do not count in major GPA)		
COMM 15000	INTRODUCTION TO HUMAN COMMUNICATION (KADL)	3
or MDJ 20001	MEDIA, POWER AND CULTURE (DIVD) (KSS)	
UC 10001	FLASHES 101	1
College of Communication and Information Core Electives		6
CCI 10095	SPECIAL TOPICS IN COMMUNICATION AND INFORMATION	
CCI 40089	BRANDING AND SOCIAL MEDIA STRATEGIES FOR ITALIAN LIFESTYLE (ELR)	
CCI 40095	SPECIAL TOPICS IN COMMUNICATION AND INFORMATION	
CCI 40189	ITALIAN POP CULTURE	
CCI 40289	ITALIAN CINEMA (ELR)	
CCI 40389	DOCUMENTARY FILMMAKING (ELR)	
CCI 40489	MULTIMEDIA EXPERIENTIAL LEARNING (ELR)	
CCI 45089	INTERNATIONAL EXPERIENCE IN THE COLLEGE OF COMMUNICATION AND INFORMATION (ELR)	
CCI 46089	INTERNATIONAL EXPERIENCE IN THE COLLEGE OF COMMUNICATION AND INFORMATION (ELR)	
COMM 15000	INTRODUCTION TO HUMAN COMMUNICATION (KADL) [5]	
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) [5]	
MDJ 21008	SOCIAL MEDIA STRATEGIES	
UXD 20001	INTRODUCTION TO USER EXPERIENCE DESIGN	
Kent Core Composition		6
Kent Core Mathematics and Critical Reasoning		3
Kent Core Humanities		9
Kent Core Social Sciences (must be from two disciplines) [6]		6
Kent Core Basic Sciences (must include one laboratory)		6-7
Kent Core Additional [5]		3
General Electives (total credit hours depends on earning 120 credits hour, including 39 upper-division credit hours) [7]		3
Minimum Total Credit Hours:		**120**

[1] Minimum 1 credit hour of VCD 40192 is required for the program. However, students can apply maximum 4 credit hours of the course toward their degree program.

[2] A minimum C grade must be earned to fulfill the writing-intensive requirement.

[3] Courses taken as VCD Specialization Electives may not also count toward VCD Additional Electives.

[4] Maximum 6 credit hours of VCD 43051 may be applied toward the VCD Additional Electives.

[5] Students can apply COMM 15000 or MDJ 20001 toward College of Communication and Information Core Electives if NOT already taken toward Additional Requirements.

[6] If MDJ 20001 is completed, then 3 credit hours of Kent Core Social Sciences and 6 credit hours of Kent Core Additional is required. If COMM 15000 is completed, then 6 credit hours of Kent Core Social Sciences and 3 credit hours of Kent Core Additional is required.

[7] 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 2.700 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
2.700	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.

	Semester One		Credits
!	VCD 13000	VISUAL DESIGN THINKING	3
!	VCD 13001	INTRODUCTION TO VISUAL COMMUNICATION DESIGN STUDIO	3
	UC 10001	FLASHES 101	1
	Kent Core Requirement		3
	Kent Core Requirement		3
	Kent Core Requirement		3
	Credit Hours		**16**
	Semester Two		
	COMM 15000 or MDJ 20001	INTRODUCTION TO HUMAN COMMUNICATION (KADL) or MEDIA, POWER AND CULTURE (DIVD) (KSS)	3
!	VCD 22000	DESIGN/ILLUSTRATION TECHNIQUES I	3
!	VCD 23001	TYPOGRAPHY I	3
	Kent Core Requirement		3
	Kent Core Requirement		3
	Credit Hours		**15**
	Semester Three		
!	VCD 20010	INTRODUCTION TO DESIGN RESEARCH	3
!	VCD 22001	DESIGN/ILLUSTRATION TECHNIQUES II	3
	VCD 25000	DESIGN HISTORY AND THEORY	3
!	VCD 33000	GRAPHIC DESIGN I	3
	CCI Core Elective		3
	Credit Hours		**15**
	Semester Four		
	VCD 33001	GRAPHIC DESIGN II	3
!	VCD 34005	INTRODUCTION TO 3D GRAPHIC DESIGN	3
	VCD 44006	MOTION DESIGN I	3
	Kent Core Requirement		3
	Kent Core Requirement		3
	Credit Hours		**15**
	Semester Five		
	VCD 33101	INTERACTION DESIGN I	3
	VCD 34004	VISUAL ETHICS	3
	VCD 43002	TYPOGRAPHY II	3
	VCD Specialization Elective		3
	Kent Core Requirement		3
	Credit Hours		**15**
	Semester Six		
	CCI 12001	PHOTOGRAPHY	3
	VCD 43003	IDENTITY SYSTEMS	3
	VCD 40182	INTERNSHIP PREPARATION: DESIGN, ILLUSTRATION AND PHOTOGRAPHY	2

	VCD Specialization Electives		6
	Credit Hours		**14**
	Third Summer Term		
	VCD 40192	INTERNSHIP: DESIGN, ILLUSTRATION AND PHOTOGRAPHY (ELR)	1
	Credit Hours		**1**
	Semester Seven		
	VCD 49198	RESEARCH PAPERS AND PROPOSALS FOR DESIGN, ILLUSTRATION AND PHOTOGRAPHY (ELR) (WIC)	2
	CCI Core Elective		3
	VCD Additional Elective		3
	Kent Core Requirement		3
	Kent Core Requirement		3
	Credit Hours		**14**
	Semester Eight		
	VCD 40035	PROFESSIONAL PORTFOLIO BFA DESIGN	3
	VCD Specialization Elective		3
	VCD Additional Elective		3
	Kent Core Requirement		3
	General Elective		3
	Credit Hours		**15**
	Minimum Total Credit Hours:		**120**

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.

Flashes 101 (UC 10001)	1 credit hour
Course is not required for students with 30+ 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 credit hours
Writing-Intensive Course (WIC)	1 course
Students must earn a minimum C grade in the course.	
Upper-Division Requirement	39 credit hours
Students must successfully complete 39 upper-division (numbered 30000 to 49999) credit hours to graduate.	
Total Credit Hour Requirement	120 credit hours

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 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 Fine Arts degree in Visual Communication Design prepares students for design and illustration professions. Students develop technical proficiency and design expertise in the organization of imagery and typography to communicate information in two-dimensional and three-dimensional forms using interactive media, environments and motion design. Students produce work for print, video, screen and interactive experiences, as well as package design, exhibition design and environmental wayfinding.

This major leads to a professional degree and focuses on intensive work in the visual arts. The B.F.A. degree consists of approximately two-thirds of the coursework in the creation and study of the visual arts, with the remainder in liberal/general studies. Because of the greater emphasis on upper-level studio courses, the B.F.A. degree allows students an opportunity to dedicate more time to developing their portfolios. The B.F.A. degree is for students planning to pursue a career in visual communication design and graphic design.

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.