

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

- 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) 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.

Program Requirements

Major 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	DESIGN RESEARCH AND METHODS	3
VCD 22000	DESIGN/ILLUSTRATION TECHNIQUES I ¹	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	ELEMENTS OF BRAND 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) ²	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) ³	2

VCD Specialization Electives, choose from the following:	12
VCD 40053 GLYPHIX RESEARCH LABORATORY	
VCD 40089 GRAPHIC DESIGN-TRAVEL AND FIELD EXPERIENCE (DIVG) (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 INTEGRATED BRAND DESIGN	
VCD 43006 BRAND EXPERIENCES	
VCD 43007 INFORMATION DESIGN	
VCD 43060 TYPEFACE DESIGN	
VCD 43101 INTERACTION DESIGN II	
VCD 46002 RESPONSIVE WEB DESIGN	
VCD 46003 EXPERIMENTAL TYPOGRAPHY	
VCD 49199 CAPSTONE PROJECT (ELR)	
VCD Additional Electives, choose from the following: ⁴	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 (DIVG) (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 43005 INTEGRATED BRAND DESIGN	
VCD 43006 BRAND EXPERIENCES	
VCD 43051 TYPE HIGH PRESS ⁵	
VCD 43060 TYPEFACE DESIGN	
VCD 43101 INTERACTION DESIGN II	
VCD 46002 RESPONSIVE WEB DESIGN	
VCD 46003 EXPERIMENTAL TYPOGRAPHY	
VCD 49199 CAPSTONE PROJECT (ELR)	
Additional Requirements (courses do not count in major GPA)	
COMM 15000 INTRODUCTION TO HUMAN COMMUNICATION (KADL) ⁶	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 (DIVG) (ELR)	
CCI 40095 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) ⁶	
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) ⁶	
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) ⁷	6
Kent Core Basic Sciences (must include one laboratory)	6-7
Kent Core Additional ⁷	3
General Electives (total credit hours depends on earning 120 credit hours, including 39 upper-division credit hours) ⁸	3
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. However, students can apply maximum 4 credit hours of the course toward their degree program.
- ³ A minimum C grade must be earned to fulfill the writing-intensive requirement.
- ⁴ Courses taken as VCD Specialization Electives may not also count toward VCD Additional Electives.
- ⁵ Maximum 6 credit hours of VCD 43051 may be applied toward the VCD Additional Electives.
- ⁶ Students can apply COMM 15000 or MDJ 20001 toward College of Communication and Information Core Electives if NOT already taken toward Additional Requirements.
- ⁷ 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.
- ⁸ 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 INTRODUCTION TO HUMAN COMMUNICATION (KADL)	3
	or MDJ 20001 or MEDIA, POWER AND CULTURE (DIVD) (KSS)	
	VCD 20010 DESIGN RESEARCH AND METHODS	3
!	VCD 22000 DESIGN/ILLUSTRATION TECHNIQUES I ¹	3
!	VCD 23001 TYPOGRAPHY I	3
	Kent Core Requirement	3
Credit Hours		15
Semester Three		
!	VCD 22001 DESIGN/ILLUSTRATION TECHNIQUES II	3
	VCD 25000 DESIGN HISTORY AND THEORY	3
!	VCD 33000 GRAPHIC DESIGN I	3
	VCD 44006 MOTION DESIGN I	3
	CCI Core Elective	3
Credit Hours		15
Semester Four		
	VCD 33001 GRAPHIC DESIGN II	3
	VCD 33101 INTERACTION DESIGN I	3
!	VCD 34005 ELEMENTS OF BRAND DESIGN	3
	Kent Core Requirement	3

Kent Core Requirement		3
Credit Hours		15
Semester Five		
VCD 34004	VISUAL ETHICS	3
VCD 43003	IDENTITY SYSTEMS	3
VCD 43002	TYPGRAPHY II	3
	VCD Specialization Elective	3
Kent Core Requirement		3
Credit Hours		15
Semester Six		
CCI 12001	PHOTOGRAPHY	3
VCD 40182	INTERNSHIP PREPARATION: DESIGN, ILLUSTRATION AND PHOTOGRAPHY	2
VCD Specialization Electives		6
Kent Core Requirement		3
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

- 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

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
Total Credit Hours:	36-37

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.

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