

VISUAL COMMUNICATION DESIGN - B.F.A.

College of Communication and Information

School of Visual Communication Design

241 Taylor Hall

Kent Campus

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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 both two-dimensional and three-dimensional form and interactive forms and environments. Students produce work for print, video, screen displays 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 supported by a program of liberal/general studies. 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 the opportunity to build greater expertise in a given area of the field.

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.

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. (Effective spring 2019, admission will no longer be determined upon the successful completion of the VCD Sophomore Portfolio Review. Instead, the Bachelor of Fine Arts degree will require a minimum 2.700 major GPA and a 2.000 overall GPA, calculated after the completion of VCD 33000.)

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.

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.

Destination Kent State: First Year Experience	1
Course is not required for students with 25 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
Writing-Intensive Course (WIC)	1 course
Students must earn a minimum C grade in the course.	
Upper-Division Requirement	39 (or 42)
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.	
Total Credit Hour Requirement	120
Some bachelor's degrees require students to complete more than 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 Requirements

Major Requirements

[BFA-VCD]

Code	Title	Credit Hours
Major Requirements (courses count in major GPA)		
CCI 12001	PHOTOGRAPHY	3
VCD 13000	DESIGN: PRINCIPLES, PROCESSES AND PRACTICE	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	INTRODUCTION TO TYPOGRAPHY	3
VCD 32000	ILLUSTRATION I	3
VCD 33000	GRAPHIC DESIGN I	3
VCD 33001	GRAPHIC DESIGN II	3
VCD 34004	VISUAL ETHICS	3
VCD 34005	INTRODUCTION TO 3D GRAPHIC DESIGN	3
VCD 34006	MOTION DESIGN	3
VCD 40035	PROFESSIONAL PORTFOLIO BFA DESIGN	3
VCD 40053	GRAPHIC DESIGN STUDIO-GLYPHIX	3
or VCD 40192	INTERNSHIP II-GRAPHIC DESIGN/ILLUSTRATION/PHOTOGRAPHY (ELR)	
VCD 40092	INTERNSHIP I-GRAPHIC DESIGN/ILLUSTRATION (ELR)	1
VCD 45000	GRAPHIC DESIGN PERSPECTIVES (WIC) ¹	3
VCD Bachelor of Fine Arts Guided Electives, choose from the following:		27
CCI 46001	RESPONSIVE WEB DESIGN	
CCI 46002	ADVANCED RESPONSIVE WEB DESIGN	
VCD 18002	PHOTOGRAPHY II	
VCD 28001	ADVANCED PHOTOGRAPHY	
VCD 28003	PHOTO TECHNOLOGY	
VCD 32001	ILLUSTRATION II	
VCD 40052	GRAPHIC DESIGN-TRAVEL AND FIELD EXPERIENCE	
VCD 40053	GRAPHIC DESIGN STUDIO-GLYPHIX	
VCD 40095	SPECIAL TOPICS:GRAPHIC DESIGN/ILLUSTRATION	
VCD 42000	ADVANCED ILLUSTRATION:MEDIA	
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 43001	INTERACTION DESIGN	
VCD 43002	TYPOGRAPHIC/PHOTOGRAPHIC GRAPHIC DESIGN	
VCD 43003	IDENTITY SYSTEMS	
VCD 43004	ISSUES FOR GRAPHIC DESIGN BUSINESSES	
VCD 43005	PACKAGING, PROMOTION AND RETAIL ENVIRONMENTS	
VCD 43006	ENVIRONMENTAL GRAPHIC DESIGN	
VCD 43051	TYPE HIGH PRESS	
VCD 43060	INTRODUCTION TO TYPEFACE DESIGN	
VCD 44001	EXHIBITION DESIGN	
VCD 46003	ADVANCED TYPOGRAPHY	
VCD 49199	VISUAL COMMUNICATION DESIGN CAPSTONE (ELR)	
Art History (ARTH) Upper-Division Elective (30000 or 40000 level)		
Additional Requirements (courses do not count in major GPA)		
ARTH 22007	ART HISTORY: RENAISSANCE TO MODERN ART (KFA)	3
COMM 15000	INTRODUCTION TO HUMAN COMMUNICATION (KADL)	3
JMC 20001	MEDIA, POWER AND CULTURE (DIVD) (KSS)	3
UC 10097	DESTINATION KENT STATE: FIRST YEAR EXPERIENCE	1
College of Communication and Information Core Electives		3
COMM/JMC 21008	SOCIAL MEDIA STRATEGIES	
COMM 35852	INTERCULTURAL COMMUNICATION (DIVG)	
DSCI 15310	COMPUTATIONAL THINKING AND PROGRAMMING	
DSCI 33310	HUMAN-COMPUTER INTERACTION	
LIS 30010	INFORMATION FLUENCY IN THE WORKPLACE AND BEYOND	
UXD 20001	INTRODUCTION TO USER EXPERIENCE DESIGN	
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)		4
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

Minimum Major GPA	Minimum Overall GPA
2.700	2.000

- Any Visual Communication Design (VCD) course taken is calculated in the major GPA.
- 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.

Course	Title	Credits
Semester One		
! VCD 13000	DESIGN: PRINCIPLES, PROCESSES AND PRACTICE	3
! VCD 13001	INTRODUCTION TO VISUAL COMMUNICATION DESIGN STUDIO	3
UC 10097	DESTINATION KENT STATE: FIRST YEAR EXPERIENCE	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
JMC 20001	MEDIA, POWER AND CULTURE (DIVD) (KSS)	3
! VCD 22000	DESIGN/ILLUSTRATION TECHNIQUES I	3
! VCD 23001	INTRODUCTION TO TYPOGRAPHY	3
Kent Core Requirement		3
Credit Hours		15
Semester Three		
ARTH 22007	ART HISTORY: RENAISSANCE TO MODERN ART (KFA)	3
! VCD 20010	INTRODUCTION TO DESIGN RESEARCH	3
! VCD 22001	DESIGN/ILLUSTRATION TECHNIQUES II	3
! VCD 33000	GRAPHIC DESIGN I	3
Kent Core Requirement		3
Credit Hours		15
Semester Four		
! VCD 32000	ILLUSTRATION I	3
! VCD 34005	INTRODUCTION TO 3D GRAPHIC DESIGN	3
VCD 34006	MOTION DESIGN	3
VCD 40092	INTERNSHIP I-GRAPHIC DESIGN/ILLUSTRATION (ELR)	1
Kent Core Requirement		3
Kent Core Requirement		3
Credit Hours		16
Semester Five		
CCI 12001	PHOTOGRAPHY	3
VCD 33001	GRAPHIC DESIGN II	3
! VCD 34004	VISUAL ETHICS	3
VCD Bachelor of Fine Arts Guided Elective		3
Kent Core Requirement		3
Credit Hours		15
Semester Six		
VCD 45000	GRAPHIC DESIGN PERSPECTIVES (WIC)	3
College of Communication and Information Core Electives		3
VCD Bachelor of Fine Arts Guided Elective		9
Credit Hours		15

Third Summer Term

! VCD 40053	GRAPHIC DESIGN STUDIO-GLYPHIX	3
or VCD 40192	or INTERNSHIP II-GRAPHIC DESIGN/ILLUSTRATION/PHOTOGRAPHY (ELR)	

Credit Hours	3
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Semester Seven

VCD Bachelor of Fine Arts Guided Electives	9
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Kent Core Requirement	3
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Credit Hours	12
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Semester Eight

VCD 40035	PROFESSIONAL PORTFOLIO BFA DESIGN	3
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VCD Bachelor of Fine Arts Guided Electives	6
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General Electives	4
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Credit Hours	13
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Minimum Total Credit Hours:	120
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