VISUAL COMMUNICATION DESIGN

SAIC BFA in Studio—Curricular Pathways in Design

The Curricular Pathways in Design outline possible courses of study for BFA in Studio students who are interested in the Departments of Architecture, Interior Architecture, and Designed Objects (AIADO); Fashion Design; or Visual Communication Design (VCD). BFA students may choose to pursue a particular curricular pathway in a design area if they would like to engage in a more focused sequence of courses. Many of the design pathways have a rigorous portfolio review application process, as well as required foundational studio/design prerequisites in order to access the more advanced courses. Please see each curricular pathway description and chart for details.

Below are some very important notes about the Curricular Pathways in Design:

1. Completion of curricular pathways is not a requirement for graduation; please refer to the current SAIC Student Bulletin for a list of degree requirements.
2. BFA students who opt to follow curricular pathways still graduate with a BFA in Studio; there is no additional degree designation if you follow a curricular pathway.
3. For specific questions about curricular pathways, please contact the appropriate department.

Key

| AH | Art History elective credit |
| H | Liberal Arts/Humanities credit |
| SCI | Liberal Arts/Natural Science credit |
| S | Studio elective credit |
| SS | Sophomore Seminar Studio credit |
| PP | Professional Practice Studio credit |
| CAP | Capstone Studio credit |
| Fall Only | Course only offered in fall semesters |
| Spring Only | Course only offered in spring semesters |

Sophomore Standing
30–60 credits complete

Junior Standing
60.5–90 credits complete

Senior Standing
more than 90 credits complete

All courses are 3 credits, unless noted otherwise in (parentheses).

Prerequisites are noted by course numbers in [brackets]. Prerequisite courses are in same department unless otherwise noted.

Note for Academic Spine courses (SS, PP, CAP): Although departments may recommend specific Spine courses as part of their curricular pathways, students may choose Spine courses from any department to fulfill undergraduate degree requirements. For more information on Spine course offerings, please visit the Academic Spine web pages on the SAIC website: saic.edu/academicspine.
Visual Communication Design Curricular Pathway

**CORE PATHWAY COURSES: VISUAL COMMUNICATION DESIGN**

Visual Communication Design Core Sequence (45)
All count as studio credit

**Introductory Courses**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>VISCOM 1001</td>
<td>Intro to Visual Communication</td>
<td>[co-req 1002]</td>
</tr>
<tr>
<td>VISCOM 1002</td>
<td>Illustration Technologies Lab (1.5)</td>
<td>[co-req 1001]</td>
</tr>
</tbody>
</table>

**Beginning Courses**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>VISCOM 2011</td>
<td>Beginning Typography [1001+1002,</td>
<td>co-req 2012]</td>
</tr>
<tr>
<td></td>
<td>co-req 2012]</td>
<td></td>
</tr>
<tr>
<td>VISCOM 2012</td>
<td>Type Technologies Lab (1.5) [1001+1002,</td>
<td>co-req 2012]</td>
</tr>
<tr>
<td>VISCOM 2002</td>
<td>Image Studio [1001+1002]</td>
<td></td>
</tr>
<tr>
<td>VISCOM 2001</td>
<td>Beginning Graphic Design [1001+1002,</td>
<td>2011+2012]</td>
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</tbody>
</table>

Portfolio application process must be completed before students may continue in the core pathway.

**Please note:** The VCD portfolio review occurs toward the end of fall, spring, and summer.

**Intermediate Courses (after portfolio review)**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2011]</td>
<td></td>
</tr>
<tr>
<td>VISCOM 3045</td>
<td>Interface and Structure: Web Design</td>
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</tr>
</tbody>
</table>

**Advanced Courses**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Prerequisites</th>
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</thead>
<tbody>
<tr>
<td>VISCOM 3002</td>
<td>Envisioning Information [3001, 3011]</td>
<td></td>
</tr>
<tr>
<td>VISCOM 4121</td>
<td>Identity Systems [3001, 3011]</td>
<td></td>
</tr>
<tr>
<td>VISCOM 4011</td>
<td>Advanced Typography [3011]</td>
<td></td>
</tr>
<tr>
<td>VISCOM 3900</td>
<td>Professional Practice [SS 2900,</td>
<td>3001+3011]</td>
</tr>
<tr>
<td></td>
<td></td>
<td>[co-req 3001]</td>
</tr>
<tr>
<td>VISCOM 4900</td>
<td>Advanced Typography</td>
<td>[S/CAP]</td>
</tr>
<tr>
<td>VISCOM 4900</td>
<td>Advanced Studio (6) [3002, 3900, 3</td>
<td>electives, portfolio</td>
</tr>
<tr>
<td></td>
<td>electives, portfolio review &amp;</td>
<td>review &amp; instructor</td>
</tr>
<tr>
<td></td>
<td>instructor consent]</td>
<td>consent]</td>
</tr>
<tr>
<td>VISCOM 4900</td>
<td>d.Studio [portfolio review &amp; instructor</td>
<td>consent]</td>
</tr>
<tr>
<td></td>
<td>consent]</td>
<td>[S/CAP]</td>
</tr>
</tbody>
</table>

Students following the VCD path are strongly encouraged to complete:

- A minimum of three 4000-level VISCOM classes
- ARTHI 2730 History of Modern Graphic Design [survey] AH
- An internship
- Participation in the Fall or Spring Undergraduate Exhibition

**ACADEMIC SPINE COURSES RECOMMENDED**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>SOPHSEM 2900</td>
<td>Visual Communication Design</td>
<td>[sophomore standing] SS</td>
</tr>
<tr>
<td>VISCOM 3900</td>
<td>Professional Practice [SS 2900,</td>
<td>3001+3011] PP</td>
</tr>
<tr>
<td>PROFPRAC 3900</td>
<td>CAPX Internship as Professional</td>
<td>Experience (3) [SS 2900] PP</td>
</tr>
<tr>
<td>VISCOM 4900</td>
<td>(Spring) VCD Advanced Studio (6)</td>
<td>[3002, 3900, 3 electives, portfolio review, &amp; instructor consent] S/CAP</td>
</tr>
<tr>
<td>VISCOM 4900</td>
<td>d.Studio [portfolio review &amp; instructor</td>
<td>consent]</td>
</tr>
<tr>
<td>VISCOM 4900</td>
<td>Advanced Typography</td>
<td>S/CAP</td>
</tr>
</tbody>
</table>

**Please note:** VCD recommends the Spine courses listed above; however, please consult with the department chair if you decide to take other Spine courses while still pursuing this pathway.

**RECOMMENDED COURSES WITH PREREQUISITES**

(If these optional courses are not offered every semester.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Prerequisites</th>
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<tbody>
<tr>
<td>VISCOM 2041</td>
<td>Type + Image in Motion [1002]</td>
<td></td>
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<tr>
<td>VISCOM 2042</td>
<td>Advanced Motion Graphics [2041]</td>
<td></td>
</tr>
<tr>
<td>VISCOM 3111</td>
<td>Letterpress Bookworks [2011 or</td>
<td>instructor consent]</td>
</tr>
<tr>
<td>VISCOM 3131</td>
<td>Package Design [2001, 2011]</td>
<td></td>
</tr>
<tr>
<td>VISCOM 3191</td>
<td>Truth/Perception/Storytelling [3011,</td>
<td>3001, or instructor</td>
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<td></td>
<td>3001, or instructor consent]</td>
<td>consent]</td>
</tr>
<tr>
<td>VISCOM 3192</td>
<td>Color Codes: Text/Image/Form [2001]</td>
<td></td>
</tr>
<tr>
<td>VISCOM 4122</td>
<td>Offset Pre-Press and Printing [1002,</td>
<td>2001]</td>
</tr>
<tr>
<td>VISCOM 4135</td>
<td>Communication Environments [2001]</td>
<td></td>
</tr>
<tr>
<td>VISCOM 4590</td>
<td>From Page to Screen [3011, 3001, or</td>
<td>instructor consent]</td>
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Last updated: March 6, 2018
Visual Communication Design
Curricular Pathway Cont.

RECOMMENDED DEPARTMENT COURSES ABOVE THE INTRODUCTORY LEVEL, WITHOUT PREREQUISITES

(Please note that optional courses may not be offered every semester.)

All count as studio credit

**VISCOM 3045**  Interface and Structure: Web Design
**VISCOM 3112**  4D Design: Manipulating Media
**VISCOM 3211**  Letterpress Broadside Editions
**VISCOM 3291**  Design Issues: Special Topics in Design
**VISCOM 3921**  Scientific Illustration
**VISCOM 3922**  Natural History Illustration
**VISCOM 4572**  Electronic Publications
**VISCOM 4580**  Multi-Screen Studio

Additional Information

Portfolio Application Information

In order to access intermediate and advanced courses in the Visual Communication Design core sequence, students must:

1. Submit a portfolio for review by the VCD Department Review Committee. There are three opportunities to submit your portfolio for review: fall, spring, and summer.