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 |
| FYS | First-Year Seminar credit |
| H | Liberal Arts/Humanities credit |
| SCI | Liberal Arts/Natural Science credit |
| SOC | 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
30–59.5 credits complete

Junior Standing
60–89.5 credits complete

Senior Standing
90 or more 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
VISCOM 1001  Introduction to Visual Communication [co-req 1002]
VISCOM 1002  Illustration Technologies Lab (1.5) [co-req 1001]

Beginning Courses
VISCOM 2011  Beginning Typography [1001+1002, co-req 2012]
VISCOM 2012  Type Technologies Lab (1.5) [1001+1002, co-req 2011]
VISCOM 2002  Image Studio [1001+1002]
VISCOM 2001  Beginning Graphic Design [1001+1002, 2011+2012]

Please note: You must pass the VISCOM portfolio review before continuing into the intermediate and advanced levels of the core sequence.

Intermediate Core Courses (after passing portfolio review)
VISCOM 3011  Intermediate Typography [pass portfolio review]
VISCOM 3001  Intermediate Graphic Design [pass portfolio review]

Advanced Core Courses (after passing portfolio review)
VISCOM 3002  Envisioning Information [3001, 3011]
VISCOM 3045  Interface and Structure: Web Design [pass portfolio review]
VISCOM 4121  Identity Systems [3001, 3011] PP
VISCOM 3900  Professional Practice [SS 2900, 3001, 3011] PP
VISCOM 4900  Advanced Typography [3011, 3900, or graduate student] S/CAP
VISCOM 4900  Advanced Studio (6) [3002, 3900, 3 VISCOM electives, portfolio review, and instructor consent] S/CAP
VISCOM 4900  d.Studio [portfolio review and instructor consent] S/CAP

Please note: Core courses are considered essential for students concentrating in the VCD department.

ACADEMIC SPINE COURSES RECOMMENDED

SOPHSEM 2900  Sophomore Seminar [sophomore standing] SS
VISCOM 3900  Professional Practice [SS 2900, 3001, 3011] PP
PROFPRAC 3900  CAPX Internship as Professional Experience (3) [SS 2900] PP
VISCOM 4900  (Spring only) VISCOM Advanced Studio (6) [3002, 3900, 3 VISCOM electives, portfolio review, and instructor consent] S/CAP
VISCOM 4900  d.Studio [portfolio review and instructor consent] S/CAP
VISCOM 4900  Advanced Typography [3011, 3900, or graduate student] S/CAP

Please note: VISCOM 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. You are allowed to take more than one VISCOM 4900 course.

RECOMMENDED COURSES WITH PREREQUISITES

(All count as studio credit.)

VISCOM 2041  Type and Image in Motion [1001, 1002]
VISCOM 2042  Advanced Motion Graphics [2041]
VISCOM 3045  Interface and Structure: Web Design [pass portfolio review]
VISCOM 3111  Letterpress Bookworks [2011 or instructor consent]
VISCOM 3112  4D Design: Manipulating Media [pass portfolio review or instructor consent]
VISCOM 3131  Package Design [2001, 2011]
VISCOM 3191  Truth/Perception/Storytelling [3001, 3011, or instructor consent]
VISCOM 3192  Color Codes: Text/Image/Form [2001]
VISCOM 4135  Communication Environments [3001]
VISCOM 4590  (Fall only) Page to Screen [3001, 3011, or instructor consent]
VISCOM 4572  Electronic Publications [pass portfolio review or instructor consent]
VISCOM 4580  Multi-Screen Studio [pass portfolio review or instructor consent]

Please note: Core courses are considered essential for students concentrating in the VCD department.

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 AH
- CAPX Internship
- Participation in the Fall or Spring Undergraduate Exhibition
- Participation in the year-end Visual Communication Design Show

Last updated: March 8, 2019
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 3211 Letterpress Broadside Editions
VISCOM 3291 Design Issues: Special Topics in Design
VISCOM 3292 Design Thinking for Social Change
VISCOM 3921 Scientific Illustration
VISCOM 3922 Natural History Illustration

Additional Information

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

1. Complete six VISCOM prerequisite courses (a total of 15
2. Submit a portfolio of work from the above courses, for
   review by the VISCOM department review committee.
   The VISCOM portfolio review occurs at midterm
during the fall and spring semesters (prior to advance
registration) and summer (mid-August). You should
submit a portfolio for review the semester or summer
you are taking your final VISCOM beginning course(s)
(e.g., 2001 and/or 2002).