

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

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 the 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.

The VISCOM portfolio review occurs at midterm during the fall and spring semesters (shortly before fall and spring registration) and summer (mid-August). See the Additional Information section at the end of this pathway document.

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]
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, pass 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

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

(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 4135	Communication Environments [3001]
VISCOM 4535	Dynamic Information Visualization [3001, 3011]
VISCOM 4590	(Fall only) Page to Screen [3001, 3011, or instructor consent]
VISCOM 4572	Electronic Publications [pass portfolio review or instructor consent]

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*

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 3030	UI / UX Responsive Web Design
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 credits): VISCOM 1001, 1002, 2011, 2012, 2001, 2002.
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).