

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
50 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
VISCOM 3300 Beyond Margins: Self Publishing in Practice
VISCOM 3932 Professional Practice [SS 2900, 3001, 3011] **PP**
VISCOM 4121 Identity Systems [3001, 3011]
VISCOM 4924 Advanced Graphic Design [3001, 3011, 3900, or graduate student] **S/CAP**
VISCOM 4925 d.Studio [3001, 3011, 3900, or graduate student] **S/CAP**
VISCOM 4926 Design Thesis Seminar (6) [3900 or graduate student, 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 3932 Professional Practice [SS 2900, 3001, 3011] **PP**
PROFPRAC 3900 CAPX Internship as Professional Experience (3) [SS 2900] **PP**
VISCOM 4924 Advanced Graphic Design [3001, 3011, 3900, or graduate student] **S/CAP**
VISCOM 4925 d.Studio [3001, 3011, 3900, or graduate student] **S/CAP**
VISCOM 4926 (**Spring only**) Design Thesis Seminar (6) [3900 or graduate student, and instructor consent] **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 49xx 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 3002 (**Fall only**) Envisioning Information [3001, 3011]
VISCOM 3111 Letterpress Bookworks [2011 or instructor consent]
VISCOM 3131 Package Design [2001, 2011]
VISCOM 3191 (**Spring only**) Truth/Perception/Storytelling [3001 or instructor consent]
VISCOM 3311 (**Spring only**) Type Design and Lettering [2011]
VISCOM 4011 (**Spring only**) Advanced Typography [3011]
VISCOM 4020 (**Spring only**) Heavy Cardboard: Boardgame Design [one of 3002/3045/4535/4590]
VISCOM 4041 Interface and Interaction: Design Experiences [3001, 3011]
VISCOM 4121 Identity Systems [3001, 3011]
VISCOM 4590 (**Fall only**) From Page to Screen [3001, 3011]

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	(Winter/Summer only) UI / UX Responsive Web Design
VISCOM 3045	Interface and Structure: Web Design
VISCOM 3211	(Spring only) Letterpress Broadside Editions
VISCOM 3292	Designer-Citizen
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).