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

<table>
<thead>
<tr>
<th>Code</th>
<th>Description</th>
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<tbody>
<tr>
<td>AH</td>
<td>Art History elective credit</td>
</tr>
<tr>
<td>FYS</td>
<td>First-Year Seminar credit</td>
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<tr>
<td>H</td>
<td>Liberal Arts/Humanities credit</td>
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<td>SCI</td>
<td>Liberal Arts/Natural Science credit</td>
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<tr>
<td>SOC</td>
<td>Liberal Arts/Natural Science credit</td>
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<tr>
<td>S</td>
<td>Studio elective credit</td>
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<tr>
<td>SS</td>
<td>Sophomore Seminar Studio credit</td>
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<tr>
<td>PP</td>
<td>Professional Practice Studio credit</td>
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<tr>
<td>CAP</td>
<td>Capstone Studio credit</td>
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</tbody>
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<table>
<thead>
<tr>
<th>Standing</th>
<th>Credits Complete</th>
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<tbody>
<tr>
<td>Sophomore Standing</td>
<td>30–59.5 credits</td>
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<tr>
<td>Junior Standing</td>
<td>60–89.5 credits</td>
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<tr>
<td>Senior Standing</td>
<td>90 or more credits</td>
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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, 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 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

Last updated: February 3, 2020
Additional Information

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

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).