

VISUAL COMMUNICATION DESIGN

BFA Degree Requirement Check Sheet

120 Credit Hours (45+ credit hours at the 300+ level)

Visit classes.ku.edu to browse course availability and descriptions

Student _____

KUID _____

Initial Design Term _____

Advisor(s) _____

BREADTH OF STUDY REQUIREMENTS (48)

KU Core		Grade	Term	
	Written & Oral Communication			(12)
GE21	ENGL 101: Composition	_____	_____	3
GE21	ENGL 102: Critical Read. & Writ. or ENGL 105	_____	_____	3
GE11	ENGL 203, 205, 209, 210, or 211	_____	_____	3
GE22	Oral Communication: _____	_____	_____	3

Historical Context (12)

ADS 340: History of Design	_____	_____	3
HA _____: (History of Art Elective)	_____	_____	3

and Option I or II

Option I:

AE42	HA 150: Western Art Hist. Ancnt-Renais.	_____	_____	3
GE3H	HA 151: Western Art Hist. Renais.-Presnt	_____	_____	3

or

Option II: (Honors Students Only)

AE42	HA 160: Western Art Hist. Ancnt-Renais.	_____	_____	3
GE3H	HA 161: Western Art Hist. Renais.-Presnt	_____	_____	3

Social Responsibility & Ethics (3)

AE51	ADS 401: Ethics in Design	_____	_____	3
------	---------------------------	-------	-------	---

Other KU Core Requirements (12)

GE12	Quantitative Literacy: _____	_____	_____	3
GE3N	Natural Science: _____	_____	_____	3
GE3S	Social Science: _____	_____	_____	3
AE41	Human Diversity: _____	_____	_____	3
AE61	Integration & Creativity: Fulfilled by VISC 520			

Academic Concentration (9)

Note requirements at design.ku.edu/academic-concentration-requirement

_____	_____	_____	3
_____	_____	_____	3
_____	_____	_____	3

*Note minimum grade requirements listed at design.ku.edu/minimum-grades

*A Studio Elective is any studio in the Depts of Design, Architecture, or Visual Art at the 300+ level

STUDIO & PROFESSIONAL REQUIREMENTS (72)

Foundation Studies^ (12)

	Grade	Term	
BDS 101: Design Think & Make	_____	_____	3
BDS 103: Drawing for Design	_____	_____	3
VISC 200: Foundations in Typography	_____	_____	3
ILLU 200: Foundations in Image-Making	_____	_____	3

Major Studies^ (34)

VISC 202: Elements of Typography	_____	_____	3
VISC 204: Principles of Visual Comms.	_____	_____	3
VISC 302: Typographic Systems	_____	_____	4
VISC 304: Designing Understanding	_____	_____	4
VISC 402: Designer as Author	_____	_____	4
VISC 404: Designing Social Interactions	_____	_____	4
VISC 405: Branding	_____	_____	4
VISC 520: Design for Change	_____	_____	4
VISC 525: Senior Problems	_____	_____	4

Supplementary Studies (7)

ADS 325: Design Thinking & Research	_____	_____	3
ADS 300: Fundamentals in UX Design	_____	_____	3
VISC 530: Portfolio	_____	_____	1

Professional Studies (19)

ADS 320: KU Design Lecture Series			
1 credit x 7 _____, _____, _____, _____, _____, _____, _____			7

12 credit hours required from the options below:

ADS 411: Trends in Design	_____	_____	3
ADS 531: Professional Experience Credit	_____	_____	(1-6)
[ADS 532: Faculty-Led Study Abroad	_____	_____	3
and ADS 533: Study Abroad Doc.]	_____	_____	3
ADS 560: _____	_____	_____	3
ADS 560: _____	_____	_____	3
ADS 580: Independent Study	_____	_____	(1-6)
VISC 310: Letterpress	_____	_____	3
VISC/PHTO 360: The Photobook	_____	_____	3
VISC 410: Digital Letterpress	_____	_____	3
VISC 414: Publication & Editorial	_____	_____	3
VISC 435: Book Arts	_____	_____	3
VISC 440: Bookmaking	_____	_____	3
Studio Elective*: _____	_____	_____	3

VISUAL COMMUNICATION DESIGN

Bachelor of Fine Arts (BFA) in Design Sample Graduation Plan, 120 Credit Hours (revised 1.29.21)

The four-year Visual Communication Design studio track begins in the fall semester of each year. Courses listed in **blue** are carefully sequenced and must be taken in the listed semester. **Red** codes to the right of some courses indicate that the associated course fulfills the listed KU Core Goal. Please note that this is only an example, and that your enrollment track may differ slightly from what is listed here. Courses not listed in blue are available on a flexible basis, and additional credit from summer courses or transfer work may fulfill some of the listed requirements.

FOUNDATION YEAR

FALL		SPRING	
BDS 101: Design Think & Make	3	VISC 200: Foundations in Typography	3
BDS 103: Drawing for Design	3	ILLU 200: Foundations in Image-Making	3
ADS 325: Design Thinking & Research	3	ADS 340: History & Philosophy of Design	3
HA 150/160: Western Art Hist. [Ancient-Renais.]	3 AE42	HA 151/161: Western Art Hist. [Renais.-Cont.]	3 GE3H
ENGL 101: Composition	3 GE21	ENGL 102: Critical Read. & Writing or ENGL 105	3 GE21
	----	ADS 320: KU Design Lecture Series	1
	15		----
			16

NOTE: Minimum semester grades of "C+" or better are required for BDS 101, BDS 103, VISC 200, and ILLU 200 (Foundation Studies courses). Any student who fails to earn semester grades of "C+" or better in a given semester's Foundation Studies courses will be unable to continue into the next semester's Foundation Studies courses. Such students will have the option of either repeating the Foundation Studies course(s) in question the following academic year - extending their track to graduation by at least one year - or retain the option to consider alternative areas of study.

SECOND YEAR

FALL		SPRING	
VISC 202: Elements of Typography	3	VISC 302: Typographic Systems	4
VISC 204: Principles of Visual Communication	3	VISC 304: Designing Understanding	4
ADS 401: Ethics in Design	3 AE51	ADS 300: Fundamentals in UX Design	3
HA Elective Requirement	3	KU Core Oral Communication	3 GE22
KU Core Quantitative Literacy	3 GE12	ADS 320: KU Design Lecture Series	1
ADS 320: KU Design Lecture Series	1		----
	----		15
	16		

NOTE: Each semester's Major Studies course(s) feature required minimum semester grade(s) of "C+" or better in order to proceed to the next semester's Major Studies course(s). When applicable, minimum required semester grades are listed in each course's description on classes.ku.edu and is included in the syllabus for each course. For a complete list of courses for which minimum semester grades are required, see the course list on page one of this document or visit design.ku.edu/minimum-grades.

Students should also note the department's Second Year Full Review, in which each student participates at the end of the spring semester of the Second Year of the Visual Communication Design program. Students who do not pass the review will be unable to continue in the Visual Communication Design program.

For more information about the Second Year Full Review, please visit design.ku.edu/academic-standards/second-year-full-review.

THIRD YEAR

FALL		SPRING	
VISC 404: Designing Social Interactions	4	VISC 402 or VISC 520*	4 AE61
VISC 405: Branding	4	Professional Studies Requirement	3
Professional Studies Requirement	3	KU Core Natural Science	3 GE3N
KU Core Human Diversity	3 AE41	Academic Concentration Requirement	3
ADS 320: KU Design Lecture Series	1	VISC 530: Portfolio	1
	----	ADS 320: KU Design Lecture Series	1
	15		----
			15

NOTE: *All students must take VISC 402 once and VISC 520 once. Whichever a student doesn't take in the Third Year spring semester, they must take in the Fourth Year spring semester.

Study Abroad is recommended during the spring semester of the Third Year and/or the summer semester immediately following the Third Year. Visit studyabroad.ku.edu to learn more about studying abroad, and speak with the Design department's academic advisor to learn how study abroad can work as part of your graduation plan. Internships are also recommended starting in the third year of the Design program. More information about internships and available credit for professional experiences is available at design.ku.edu/professionalcREDIT.

CAPSTONE YEAR

FALL		SPRING	
VISC 525: Senior Problems	4	VISC 402 or VISC 520*	4 AE61
Professional Studies Requirement	3	Professional Studies Requirement	3
KU Core Social Science	3 GE3S	ENGL 203, 205, 209, 210, or 211	3 GE11
Academic Concentration Requirement	3	Academic Concentration Requirement	3
ADS 320: KU Design Lecture Series	1	ADS 320: KU Design Lecture Series	1
	----		----
	14		14