

**VISUAL COMMUNICATION DESIGN**  
**BFA Degree Requirement Check Sheet**

124 Credit Hours (45 jr/sr courses 300 and above)

Student \_\_\_\_\_

KUID# \_\_\_\_\_

Date Entered Program \_\_\_\_\_

Advisor(s) \_\_\_\_\_

<b>KU CORE</b>		<b>(57)</b>	
	JR/SR	GRADE	
<b>GOAL 1: <i>Critical Thinking &amp; Quantitative Literacy</i></b> (6)			
1.1 ENGL 203, 209, 210 or 211	_____	_____	3
1.2 FIN 101, MATH 101 or...	_____	_____	3
_____	_____	_____	3
<b>GOAL 2: <i>Communication</i></b> (9)			
2.1 ENGL 101: Comp & Lit I	_____	_____	3
2.1 ENGL 102: Critical Read & Writ	_____	_____	3
2.2 COMS 130 or...	_____	_____	3
_____	_____	_____	3
<b>GOAL 3: <i>Breadth of Knowledge</i></b> (9)			
(HA)* _____	_____	_____	3
(N) _____	_____	_____	3
(S) _____	_____	_____	3
<b>GOAL 4: <i>Culture and Diversity</i></b> (6)			
4.1 SOC 104 or...	_____	_____	3
_____	_____	_____	3
4.2 HA 100/300: Intro to Art History*	_____	_____	3
<b>GOAL 5: <i>Social Responsibility &amp; Ethics</i></b> (3)			
_____	_____	_____	3
<b>GOAL 6: <i>Integration and Creativity</i></b>			
see Major Studies (VISC 520) 6			
<b>HISTORY OF ART/ARCH/DESIGN*</b> (6)			
ADS 340: History of Design*	_____	_____	3
HA _____: (Art History Elective)*	_____	_____	3
<b>ACADEMIC CONCENTRATION</b> (9)			
300 level or higher (No Design or Visual Art)			
_____	_____	_____	3
_____	_____	_____	3
_____	_____	_____	3
<b>GENERAL ELECTIVES (any course)</b> (9)			
_____	_____	_____	3
_____	_____	_____	3
_____	_____	_____	3

<b>DESIGN DEPARTMENT REQUIREMENTS</b>		<b>(67)</b>	
	JR/SR	GRADE	
<b>FOUNDATION</b> (9)			
BDS 101: Design Think & Make I	_____	_____	3
BDS 102: Design Think & Make II	_____	_____	3
BDS 103: Drawing for Design	_____	_____	3
<b>STUDIO REQUIREMENTS</b> (15)			
PHMD 101 or Photo Elective	_____	_____	3
ILLU 205 or Drawing Elective	_____	_____	3
_____	_____	_____	3
_____	_____	_____	3
_____	_____	_____	3
<b>MAJOR STUDIES</b> (33)			
Studio course work in the major area			
VISC 202: Elements of Type	_____	_____	3
VISC 204: Visual Communication.*	_____	_____	3
VISC 302: Typographic Systems	_____	_____	3
VISC 304: Design Understanding	_____	_____	3
VISC 402: Designer as Author	_____	_____	3
VISC 404: Design Soc. Interaction	_____	_____	3
VISC 414: Publication & Editorial	_____	_____	4
VISC 520: Design for Change 6	_____	_____	4
VISC 525: Senior VC Problems	_____	_____	4
VISC 530: Portfolio	_____	_____	3
<b>PROFESSIONAL STUDIES</b> (10)			
ADS 320: Hallmark Symposium			
1 credit x 4 _____, _____, _____, _____			4
<b>Choose 2 courses (6 credits) from the list below...</b>			
ADS 530: Intra-Design or	_____	_____	3
ADS 531: Internship or	_____	_____	3
ADS 560: Sp. Topics in Design or	_____	_____	3
[ADS 532: Study Abroad			
and ADS 533: Stu. Abr. Doc.]	_____	_____	6

(Revised 06.05.15)

\*12 hours of History of Art/Arch/Design are required

# VISUAL COMMUNICATION DESIGN

## BFA Degree Semester Listing, 124 Credit Hours (revised 06.05.15)

Visual Communication is Fall entry only. Major courses run sequentially (**listed in BOLD**) and are only offered once a year. Summer school at KU or a local Junior Collage is recommended to reduce semester loads. Please check the KU Admissions web site for transfer credit equivalent. A semester of study abroad is recommended in the Spring Semester of the Third Year.

### FIRST YEAR

#### FALL

<b>BDS 101: Think and Make I</b>	<b>3</b>	
<b>BDS 103: Drawing for Design</b>	<b>3</b>	
HA 100/300	3	G4/L02
ENGL 101: Comp & Lit	3	G2/L01
KU Core Elective (N or S)	3	G3
ADS 320: Hallmark Symposium	1	

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#### SPRING

<b>BDS 102: Think and Make II</b>	<b>3</b>	
ILLU 205, PHMD 101, PHMD 210 or Studio Req	3	
ENGL 102: Critical Reading & Writing	3	G2/L01
COMS 130 or KU Core Elective	3	G2/L02
Fin 101, Math 101 or KU Core Elective	3	G1/L02

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**NOTES:** BDS 101 and BDS 103 are co-requisites and must be taken together to move on to the Spring semester. BDS 102 must be taken in the Spring semester. You must receive a C (2.0) or higher in BDS 101, 102 and 103. If you receive a grade lower than C (2.0) you will not be allowed to continue and you will have to wait a year to re-take the course. Due to sequence restrictions, this would mean adding a year to your degree. Students will go through a review to enter the Second Year. See *Visual Communication Review*.

### SECOND YEAR

#### FALL

<b>VISC 202: Elements of Type</b>	<b>3</b>	
<b>VISC 204: Principles in Visual Communication</b>	<b>3</b>	
ILLU 205, PHMD 101, PHMD 210 or Studio Req.	3	
ENGL 203, 209, 210 or 211	3	G1/L01
Academic Concentration Requirement	3	

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#### SPRING

<b>VISC 302: Typographic Systems</b>	<b>3</b>	
<b>VISC 304: Designing Understanding</b>	<b>3</b>	
ILLU 205, PHMD 101, PHMD 210 or Studio Req.	3	
ADS 340 or HA Elective	3	
Academic Concentration Requirement	3	
ADS 320: Hallmark Symposium	1	

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**NOTES:** VISC 202 and 204 must be taken together in the Fall Semester and require a grade of C (2.0) or higher in both courses to continue into the Spring Semester. VISC 302 and VISC 304 must be taken together and require a C+ (2.3) or higher in both courses and the faculty review to continue on to the Third Year. See *Visual Communication Review*.

Suggested concentrations ENTR, FMS, JOUR, SOC, PSYC, ENGL, ANTH, or a Business or Art History Minor. Minors require 18 hours, check with specific Schools for requirements.

### THIRD YEAR

#### FALL

<b>VISC 402: Designer as Author</b>	<b>3</b>	
<b>VISC 404: Designing Social Interaction</b>	<b>3</b>	
Studio Requirement	3	
ADS 340 or HA Elective	3	
SOC 104 or KU Core Elective	3	G4/L01
ADS 320: Hallmark Symposium	1	

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#### SPRING

<b>VISC 414: Publication/Editorial</b>	<b>4</b>	
Studio Requirement	3	
Prof. Studies (ADS 530, 531, 560 or 532 & 533)	3	
KU Core Elective (N or S)	3	G3
Academic Concentration Requirement	3	

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**NOTES:** VISC 402 and 404 must be taken together in the Fall Semester and require a grade of C (2.0) or higher in both courses to continue into the Spring Semester. VISC 414 must be taken in the Spring Semester and requires a grade of C (2.0) or higher to continue on to the Fourth Year.

Study Abroad for a semester it is recommended during Spring Semester Third Year.

### FOURTH YEAR

#### FALL

<b>VISC 520: Designing for Change</b>	<b>4</b>	
<b>VISC 530: Portfolio</b>	<b>3</b>	
KU Core: Social Responsibility & Ethics	3	G5
HA Elective	3	G3
ADS 320: Hallmark Symposium	1	

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#### SPRING

<b>VISC 525: Senior Problems</b>	<b>4</b>	
Prof. Studies (ADS 530, 531, 560 or 532 & 533)	3	
General Elective (any course)	3	
General Elective (any course)	3	
General Elective (any course)	3	

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**NOTES:** VISC 520 must be taken in the Fall Semester and requires a grade of C (2.0) or higher to continue into the Spring Semester. VISC 525 must be taken in the Spring Semester. VISC 530 must be taken in either the Fall or the Spring of the Fourth Year.

**Students must complete the total hours required for the degree; 45 credit hours must be in junior/senior-level courses, numbered 300 and above. At least 30 hours must be in residence to receive a degree from the department and KU. Only 3 hours of activity and/or performance work will count toward the degree. Students must maintain a cumulative 2.0 GPA to graduate with a degree in Design.**

# VISUAL COMMUNICATION DESIGN

## POLICY ON ADMISSION, REVIEW, AND RETENTION

Department of Design | School of Architecture, Design and Planning | The University of Kansas

### ADMISSION TO THE DEPARTMENT OF DESIGN:

Before a student begins any degree-seeking program in the Department of Design they must first apply and be admitted to the department. Admission is based on an incoming portfolio review, written essays, and high school and/or college transcripts. The deadline for Fall admission is **February 1st**. The deadline for Spring admission is **October 1st**. For additional information on the application process please visit the Student Services Office in Marvin Hall, room 205.

### FIRST-YEAR STUDIES:

Newly admitted students enroll in BDS 101 (Design Thinking and Making I) and BDS 103 (Drawing for Design) for the Fall semester and in BDS 102 (Design Thinking and Making II) and a CORE studios for the Spring semester. Students must earn a "C" (2.0) or greater in BDS 101, 102, 103 to advance forward in the program.

### FIRST YEAR CHECKPOINT / ENTRANCE TO SECOND-YEAR STUDIES:

Beyond first-year studies there is a maximum of 40 seats available for degree-seeking Visual Communication majors each year. There are typically two students vying for every one available position. In order to arrive at an impartial means of entry, all first year students declaring Visual Communication as their major are ranked according to their cumulative GPA. The first 36 students on the list are allowed first opportunity to enroll in VISC 202 (Elements of Typography) and VISC 204 (Principles of Visual Communication), the first of the two-part second-year sequence. Enrollment for VISC 202 & 204 is done **ONLY** during the Spring Advising & Enrollment period (for the following Fall term) and entry into the course is based solely on cumulative GPA standings. In order to qualify, students must have successfully completed BDS 101 and 103 (or their equivalents) and be enrolled in (or have completed) BDS 102 at the time of Spring Advising and Enrollment.

### TRANSFER STUDENTS:

In order to accommodate transfer students, four (4) of the 40 seats will be reserved. Transfer students must be declared and admitted for the Fall semester no later than **March 1st**. Only the top two transfer students will be considered and placed according to their ranking on a descending cumulative GPA list. If the transfer student seats are not filled, those seats will be offered to the next first-year students in line.

### SECOND-YEAR FALL SEMESTER CHECKPOINT:

Students must earn a "C" (2.0) or greater in VISC 202 and VISC 204 to advance forward in the program. A grade of "C-" (1.7) or below in either VISC 202 or VISC 204 automatically eliminates the student from advancing forward in the major. They do not have the option of repeating either course and must transfer to another major.

### SECOND-YEAR SPRING SEMESTER FULL REVIEW:

After completing the spring semester coursework, VISC 302 (Typographic Systems) and VISC 304 (Designing Understanding), students must receive a minimum grade of a "C+" (2.3) in both VISC 302 and 304, and participate in a portfolio review of all course content. The Portfolio Review is of all projects produced in both the fall and spring semesters in Visual Communication Design courses. The Visual Communication Design faculty use this review to determine if the students' work is at a satisfactory level. Supplemental to the grade portion of the Portfolio Review, students are also evaluated on attendance, work habits, attitude, and the ability to listen and learn from constructive criticism.

A grade of "C" (2.0) or below, in either studio, automatically eliminates the student from proceeding into the major. Students that fall into this category do not have the option of repeating any VISC course work and need to transfer to another major.

### FALL CHECKPOINT

VISC 202 Grade "C" (2.0) or higher  
VISC 204 Grade "C" is considered borderline.

### SPRING FULL REVIEW

VISC 302 Grade "C+" (2.3) or higher  
VISC 304 and a Portfolio Review  
of all work done in all  
Visual Communication Design Courses.