

# visual communication design | ba program

## freshman

## sophomore

## junior

## senior

### fall

- Art 131: Basic Drawing (3)
  - Art 132: 2-Dimensional Studies (3)
  - ArtH 103: Survey of Western Art III (3)
  - General studies (3)
  - General studies (3)
- [ 15 credits ]

- ArtV 225: Introduction to Visual Communication Design (3)
  - ArtV 226: Intro. to Typography (3)
  - ArtV 283: VCD Admit. Review (0)
  - ArtH elective (101, 102 or 104) (3)
  - General studies (3)
  - General studies (3)
- [ 15 credits ]

- ArtV 323: Intermediate Visual Communication Design (3)
  - ArtV 330: Interaction Design for Visual Communication (3)
  - ArtP 230: Painting I (3)
  - Area of Concentration (3)
  - General studies (Sci w/ lab) (4)
- [ 16 credits ]

- Studio Elective (300+ level) (3)
  - Area of Concentration (3)
  - Upper-division elective (3)
  - Upper-division elective (3)
  - General studies (3)
- [ 15 credits ]

### spring

- Art 133: 3-Dimensional Studies (3)
  - Art 134: 4-Dimensional Studies and Color (3)
  - ArtV 224: Introduction to Computer Graphic Design (3)
  - General studies (3)
  - General studies (3)
- [ 15 credits ]

- ArtV 317: Intermed. Typography (3)
  - ArtO 210 or ArtO 211 (Basic Photography options) (3)
  - ArtD 310: Intermediate Drawing (3)
  - General studies (3)
  - General studies (3)
- [ 15 credits ]

- ArtV 325: Techniques in Visual Communication Design (3)
  - ArtH 321: History of Visual Communication Design (3)
  - Studio Elective (200+ level) (3)
  - Area of Concentration (3)
  - General studies (3)
- [ 15 credits ]

- Area of Concentration (3)
  - Upper-division elective (3)
  - Upper-division elective (3)
  - General studies (3)
  - Elective (3)
- [ 15 credits ]

**Total degree credits = 121** > 57cr Visual Arts; 37cr general education; 12cr Area of Concentration (must be outside major; can be replaced by a minor — consult chosen department for requirements); 12cr additional upper-division courses; 3cr elective.

## important notes

**Undergraduate Catalog:** Students are responsible for understanding all degree requirements as outlined in their undergraduate catalog. | **ArtV courses:** ArtV courses are offered in either fall or spring as shown (except ArtV 496). | **Upper-Division Requirement:** 45 credits of courses numbering 300-level or above are required of all NKU undergraduates; many of these are accounted for in the BFA Visual Communication Design major requirements. The credits can come from

major, minor, area of concentration and/or elective courses. Any general studies or elective choices numbering 300-level or above would defray the number of upper-division electives outlined above.

**What is the difference between a BA / BFA in visual communication design?**

A BFA degree is a professional degree offering the opportunity to develop depth and specialization in a creative art practice. Conversely, a BA degree is a general studies degree offering breadth of understanding through exposure to an area of artistic activity; a minor or area of concentration outside the major is required for a BA to help achieve this. The degrees vary slightly in total number of credits required (BA: 121 credits; BFA: 122 credits); the main difference is in the make-up of the requirements.

The BFA degree is preferred by the profession, the AIGA (the American Institute for Graphic Arts — the largest professional association of visual communication designers), and the accrediting agency NASAD (the National Association of Schools of Art and Design). The Visual Communication Design BFA degree at Northern Kentucky University offers a deep, comprehensive scope of study and a competitive advantage in portfolio development. The degree carries a level of distinction, and as such, has requirements for eligibility and elevated standards for completion. A student interested in obtaining the BFA must have a cumulative, overall GPA of 2.5 and a 3.0 GPA average in the major to be eligible. Students apply the BFA program in the junior year of design studies by registering for ART 299 Portfolio Review. Students must maintain these GPA minimums until graduation to obtain a BFA.

**What is the most appropriate minor for a design major?**

While many visual communication design students minor in marketing because of its connection to branding and advertising, there is no minor in particular that is expected by the profession. A student interested in a minor should choose a subject that they personally feel is interesting and stimulating. Some suggested minors for a Visual Communication Designer major: Anthropology, English, Entrepreneurship, Geography, Marketing, Media Informatics, Philosophy, Popular Culture Studies, and Women's Studies.

**What paperwork do I need to complete in order to graduate?**

When a student anticipates graduation, they must file an "Application for Degree Candidacy" form and a "Program Certification" form through the Registrar *approximately half-way through the semester before they intend to graduate* (refer to the Registrar for specific deadlines). Your major advisor must review and sign the Program Certification form *prior* to the Registrar's graduation application deadline. Consult your catalog and the Registrar for additional details.

**What about a career in illustration?**

Sometimes students who want to work in the design industry discover that they prefer to or accelerate in drawing or painting compared to design. These students should consider a career in illustration. Illustration is closely associated with the design industry because illustrators, like some photographers, are commissioned to create artwork for commercial projects coordinated by graphic designers. Drawing, painting, intermedia, printmaking and new media art, among others, are good areas of study for this field of practice.

**Where can I learn more about the field of visual communication design?**

Visit [www.aiga.org](http://www.aiga.org) for additional, reliable, in-depth information about the profession of graphic design, including how to know if it is right for you.