visual communication design | *bfa program*

	freshman	sophomore	junior	senior	bfa capstone
fall	○ Art 131: Basic Drawing (3) ○ Art 132: 2-Dimensional Studies (3) ○ Art history (*selection #1 of 2*) (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) ○ Art history (*selection #2 of 2*) (3) ○ General studies (3) **[12 credits]**	○ ArtV 323: Intermediate Visual Communication Design (3) ○ ArtV 330: Interaction Design for Visual Communication (3) ○ ArtP 230: Painting I (3) ○ General studies (3) ○ Art 299: Portfolio Review* (0 cr) **[12 credits]**	○ ArtV 417: Advanced Typography (3) ○ ArtV 425: Information Design (3) ○ 2-D Studio Elective (3) ○ General studies (3) ○ General studies (3) **[15 credits]**	○ ArtV 428: Visual Communication Design Capstone (3) ○ Art 497: Sr Exhibition (1) ○ Upper-division elective (3) ○ Upper-division elective (3) ○ General studies (3) **[13 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 (Sci w/ lab) (4) **[13 credits]**	○ ArtV 325: Techniques in Visual Communication Design (3) ○ ArtH 321: History of Visual Communication Design (3) ○ 3-D Studio Elective (3) ○ General studies (3) ○ Art 299: Portfolio Review* (0 cr) **[12 credits]**	○ ArtV 426: Advanced Visual Communication Design (3) ○ ArtV 427: Motion Design (3) ○ Studio elective 300+ level (3) ○ General studies (3) **[12 credits]**	
sum				○ ArtV 496: Experiential Component** or CEP 300 Cooperative Education (3) **[3 credits]**	**Total degree credits = 122** *79cr Visual Arts; 37cr general education; 6cr additional upper-division courses.*

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. Some studio elective choices may defray the number of upper-division electives shown. | ***Art 299 Portfolio Review***: *Students apply for BFA candidacy by registering for Art 299 in fall **or** spring of the VCD junior year.* | ****Experiential Component:** *The internship can be taken before or after the summer shown.* | **Foundation of Knowledge Curriculum:** Any general studies 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 is the graphic design "Experiential Component" (ArtG 496)?

This is language the university uses to describe both internship and co-op opportunities. The term "internship" refers to a part-time position (i.e., 20 hours of work per week for a semester) equivalent to 3 credit hours. "Co-op" refers to a full-time position (i.e., 40 of work per week for a semester) equivalent to 6 credit hours.

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 accelarate 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 for additional, reliable, in-depth information about the profession of graphic design, including how to know if it is right for you.