

VISUAL COMMUNICATION DESIGN - B.A.

College of Communication and Information

School of Visual Communication Design

241 Taylor Hall

Kent Campus

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www.kent.edu/vcd

Description

The Bachelor of Arts degree in Visual Communication Design prepares students for the graphic design and illustration professions. Students develop technical understanding and design skills in the organization of imagery and typography to communicate information in two-dimensional and three-dimensional forms. Students produce work for print, motion, video, screen displays, and interactive experiences, as well as package design, exhibition design, and environmental wayfinding.

This program focuses on design and illustration in the context of a broad liberal arts program, giving students the flexibility to choose 20 percent of their coursework (with guidance). This provides the opportunity for students to take a variety of courses to complement their design degree. Students learn at the intersections of communication, information, and technology.

Through a core of diverse theory- and practice-based courses, students learn basic concepts that apply across the range of college programs and develop a sense of professional expectations and build toward interdisciplinary thinking and application.

There are many study abroad/away opportunities. For more information contact the Office of Global Education or coordinator of the college's International Study Programs.

Fully Offered At:

- Kent Campus

Accreditation

National Association of Schools of Art and Design (NASAD)

Admission Requirements

The university affirmatively strives to provide educational opportunities and access to students with varied backgrounds, those with special talents and adult students who graduated from high school three or more years ago.

Freshman Students on the Kent Campus: The freshman admission policy on the Kent Campus is selective. Admission decisions are based upon the following: cumulative grade point average, ACT and/or SAT scores, strength of high school college preparatory curriculum and grade trends. The Admissions Office at the Kent Campus may defer the admission of students who do not meet admissions criteria but who demonstrate areas of promise for successful college study. Deferred applicants may begin their college coursework at one of seven regional

campuses of Kent State University. For more information on admissions, including additional requirements for some academic programs, visit the admissions website for new freshmen.

Freshman Students on the Regional Campuses: Kent State campuses at Ashtabula, East Liverpool, Geauga, Salem, Stark, Trumbull and Tuscarawas, as well as the Regional Academic Center in Twinsburg, have open enrollment admission for students who hold a high school diploma, GED or equivalent.

English Language Proficiency Requirements for International Students: All international students must provide proof of English language proficiency (unless they meet specific exceptions) by earning a minimum 525 TOEFL score (71 on the Internet-based version), minimum 75 MELAB score, minimum 6.0 IELTS score or minimum 48 PTE score, or by completing the ESL level 112 Intensive Program. For more information on international admission, visit the Office of Global Education's admission website.

Transfer, Transitioning and Former Students: For more information about admission criteria for transfer, transitioning and former students, please visit the admissions website.

The director of the School of Visual Communication Design may impose additional requirements considered reasonable and necessary. Each transfer student will be evaluated individually in terms of his or her ability to perform within the program. A transfer applicant's strengths and deficiencies will be considered and his or her transfer credits will reflect that consideration.

Program Learning Outcomes

Graduates of this program will be able to:

1. Demonstrate an understanding of the ethics (and legal issues) closely associated with fields of visual communication.
2. Demonstrate an understanding of traditional hands-on skills relative to craftsmanship. Students will demonstrate an understanding of the basic use of digital technologies as they relate to their areas of study.
3. Demonstrate an ability to create visual response to communication problems, including understanding of hierarchy, typography, aesthetics, composition and construction of meaningful images.

University Requirements

All students in a bachelor's degree program at Kent State University must complete the following university requirements for graduation.

NOTE: University requirements may be fulfilled in this program by specific course requirements. Please see Program Requirements for details.

| | |
|---|-----------|
| Destination Kent State: First Year Experience | 1 |
| Course is not required for students with 25 transfer credits, excluding College Credit Plus, or age 21+ at time of admission. | |
| Diversity Domestic/Global (DIVD/DIVG) | 2 courses |
| Students must successfully complete one domestic and one global course, of which one must be from the Kent Core. | |
| Experiential Learning Requirement (ELR) | varies |
| Students must successfully complete one course or approved experience. | |
| Kent Core (see table below) | 36-37 |
| Writing-Intensive Course (WIC) | 1 course |

Students must earn a minimum C grade in the course.

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| Upper-Division Requirement | 39 (or 42) |
| Students must successfully complete 39 upper-division (numbered 30000 to 49999) credit hours to graduate. Students in a B.A. and/or B.S. degree in the College of Arts and Sciences must complete 42 upper-division credit hours. | |
| Total Credit Hour Requirement | 120 |
| Some bachelor's degrees require students to complete more than 120 credit hours. | |

Kent Core Requirements

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|---|--------------|
| Kent Core Composition (KCOMP) | 6 |
| Kent Core Mathematics and Critical Reasoning (KMCR) | 3 |
| Kent Core Humanities and Fine Arts (KHUM/KFA) (min one course each) | 9 |
| Kent Core Social Sciences (KSS) (must be from two disciplines) | 6 |
| Kent Core Basic Sciences (KBS/KLAB) (must include one laboratory) | 6-7 |
| Kent Core Additional (KADL) | 6 |
| Total Credit Hours: | 36-37 |

Program Requirements

Major Requirements

| Code | Title | Credit Hours |
|--|--|--------------|
| Major Requirements (courses count in major GPA) | | |
| VCD 13000 | DESIGN: PRINCIPLES, PROCESSES AND PRACTICE | 3 |
| VCD 13001 | INTRODUCTION TO VISUAL COMMUNICATION DESIGN STUDIO (min B- grade) | 3 |
| VCD 20010 | INTRODUCTION TO DESIGN RESEARCH | 3 |
| VCD 22000 | DESIGN/ILLUSTRATION TECHNIQUES I | 3 |
| VCD 22001 | DESIGN/ILLUSTRATION TECHNIQUES II | 3 |
| VCD 23001 | TYPOGRAPHY I (min B- grade) | 3 |
| VCD 33000 | GRAPHIC DESIGN I | 3 |
| VCD 33001 | GRAPHIC DESIGN II | 3 |
| VCD 34004 | VISUAL ETHICS | 3 |
| VCD 34006 | MOTION DESIGN | 3 |
| VCD 40092 | INTERNSHIP I-GRAPHIC DESIGN/ILLUSTRATION (ELR) | 1 |
| VCD 40053 or VCD 40192 | GRAPHIC DESIGN STUDIO-GLYPHIX INTERNSHIP II-GRAPHIC DESIGN/ILLUSTRATION/ PHOTOGRAPHY (ELR) | 3 |
| VCD 45000 | GRAPHIC DESIGN PERSPECTIVES (WIC) ¹ | 3 |
| VCD 49199 | CAPSTONE PROJECT (ELR) | 3 |
| VCD Bachelor of Arts | Guided Electives, choose from the following: | 9 |
| CCI 12001 | PHOTOGRAPHY | |
| CCI 46001 | RESPONSIVE WEB DESIGN | |
| CCI 46002 | ADVANCED RESPONSIVE WEB DESIGN | |
| VCD 18002 | PHOTOGRAPHY II | |
| VCD 28003 | PHOTO TECHNOLOGY | |
| VCD 32000 | ILLUSTRATION I | |
| VCD 32001 | ILLUSTRATION II | |
| VCD 34005 | INTRODUCTION TO 3D GRAPHIC DESIGN | |
| VCD 38004 | ADVANCED PHOTOGRAPHY | |
| VCD 40052 | GRAPHIC DESIGN-TRAVEL AND FIELD EXPERIENCE | |

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| VCD 42000 | ADVANCED ILLUSTRATION: MEDIA |
| VCD 42002 | EDITORIAL ILLUSTRATION |
| VCD 42003 | ADVERTISING ILLUSTRATION |
| VCD 42005 | CHARACTER DEVELOPMENT AND DESIGN: THE HUMAN FIGURE |
| VCD 42006 | CHARACTER DEVELOPMENT AND DESIGN: ANIMALS AND ENVIRONMENTS |
| VCD 42007 | GRAPHIC NARRATIVE |
| VCD 43000 | STUDIO PRODUCTION |
| VCD 43001 | INTERACTION DESIGN I |
| VCD 43002 | TYPOGRAPHY II |
| VCD 43003 | IDENTITY SYSTEMS |
| VCD 43004 | PROFESSIONAL COMMUNICATION FOR DESIGN |
| VCD 43005 | PACKAGING, PROMOTION AND RETAIL ENVIRONMENTS |
| VCD 43101 | INTERACTION DESIGN II |
| VCD 43006 | ENVIRONMENTAL GRAPHIC DESIGN |
| VCD 43007 | INFORMATION GRAPHICS |
| VCD 43051 | TYPE HIGH PRESS |
| VCD 43060 | INTRODUCTION TO TYPEFACE DESIGN |
| VCD 44001 | EXHIBITION DESIGN |
| VCD 46003 | TYPOGRAPHY III |

Additional Requirements (courses do not count in major GPA)

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|--|---|-----|
| UC 10097 | DESTINATION KENT STATE: FIRST YEAR EXPERIENCE | 1 |
| College of Communication and Information Core Electives, choose from the following: | | 9 |
| COMM 15000 | INTRODUCTION TO HUMAN COMMUNICATION (KADL) | |
| COMM 35852 | INTERCULTURAL COMMUNICATION (DIVG) | |
| EMAT 15310 | CREATIVE CODING | |
| EMAT 33310 | HUMAN-COMPUTER INTERACTION | |
| JMC 20001 | MEDIA, POWER AND CULTURE (DIVD) (KSS) | |
| JMC 21008 | SOCIAL MEDIA STRATEGIES | |
| LIS 30010 | INFORMATION FLUENCY IN THE WORKPLACE AND BEYOND | |
| UXD 20001 | INTRODUCTION TO USER EXPERIENCE DESIGN | |
| Kent Core Composition | | 6 |
| Kent Core Mathematics and Critical Reasoning | | 3 |
| Kent Core Humanities and Fine Arts | | 9 |
| Kent Core Social Sciences (must be from two disciplines) | | 6 |
| Kent Core Basic Sciences (must include one laboratory) | | 6-7 |
| Kent Core Additional | | 6 |
| General Electives (total credit hours depends on earning 120 credit hours, including 39 upper-division credit hours) | | 25 |
| Minimum Total Credit Hours: | | 120 |

¹ A minimum C grade must be earned to fulfill the writing-intensive requirement.

Progression Requirements

- Students must receive a minimum B- in VCD 13001 before enrolling in VCD 23001. VCD 13001 may be taken a maximum three times until a minimum B- grade is achieved.
- Students must receive a minimum B- in VCD 23001 before enrolling in VCD 33000.

- Students must maintain a 2.500 major GPA in order to continue taking VCD courses. Failure to do so at the end of one semester will result in a written warning with the option of repeating certain VCD courses in order to meet minimum grade and GPA requirements to continue. Failure to do so at the end of two consecutive semesters will result in not being permitted to enroll in VCD courses. Students in this situation will be contacted by an academic advisor to create an alternative plan of study with a new major.

Graduation Requirements

| Minimum Major GPA | Minimum Overall GPA |
|-------------------|---------------------|
| 2.500 | 2.000 |

- Any Visual Communication Design (VCD) course taken is calculated in the major GPA.
- A minimum B- may be required in some courses.

Roadmap

This roadmap is a recommended semester-by-semester plan of study for this major. However, courses designated as critical (!) must be completed in the semester listed to ensure a timely graduation.

| Semester One | | Credits |
|----------------|--|---------|
| ! | VCD 13000 DESIGN: PRINCIPLES, PROCESSES AND PRACTICE | 3 |
| ! | VCD 13001 INTRODUCTION TO VISUAL COMMUNICATION DESIGN STUDIO | 3 |
| | UC 10097 DESTINATION KENT STATE: FIRST YEAR EXPERIENCE | 1 |
| | Kent Core Requirement | 3 |
| | Kent Core Requirement | 3 |
| | Kent Core Requirement | 3 |
| Credit Hours | | 16 |
| Semester Two | | |
| ! | VCD 22000 DESIGN/ILLUSTRATION TECHNIQUES I | 3 |
| ! | VCD 23001 TYPOGRAPHY I | 3 |
| | College of Communication and Information Core Electives | 6 |
| | Kent Core Requirement | 3 |
| Credit Hours | | 15 |
| Semester Three | | |
| ! | VCD 20010 INTRODUCTION TO DESIGN RESEARCH | 3 |
| ! | VCD 22001 DESIGN/ILLUSTRATION TECHNIQUES II | 3 |
| ! | VCD 33000 GRAPHIC DESIGN I | 3 |
| | Kent Core Requirement | 3 |
| | Kent Core Requirement | 3 |
| Credit Hours | | 15 |
| Semester Four | | |
| | VCD 34006 MOTION DESIGN | 3 |
| | VCD 40092 INTERNSHIP I-GRAPHIC DESIGN/ILLUSTRATION (ELR) | 1 |
| | Kent Core Requirement | 3 |
| | Kent Core Requirement | 3 |
| | Kent Core Requirement | 3 |
| | General Electives | 3 |
| Credit Hours | | 16 |
| Semester Five | | |
| | VCD 33001 GRAPHIC DESIGN II | 3 |
| ! | VCD 34004 VISUAL ETHICS | 3 |

| Kent Core Requirement | 3 | |
|---|---|-----|
| Kent Core Requirement | 3 | |
| General Electives | 3 | |
| Credit Hours | | 15 |
| Semester Six | | |
| VCD 45000 GRAPHIC DESIGN PERSPECTIVES (WIC) | 3 | |
| VCD Bachelor of Arts Guided Electives | 3 | |
| College of Communication and Information Core Electives | 3 | |
| Kent Core Requirement | 3 | |
| General Electives | 3 | |
| Credit Hours | | 15 |
| Third Summer Term | | |
| VCD 40053 GRAPHIC DESIGN STUDIO-GLYPHIX or VCD 40192 or INTERNSHIP II-GRAPHIC DESIGN/ILLUSTRATION/PHOTOGRAPHY (ELR) | 3 | |
| Credit Hours | | 3 |
| Semester Seven | | |
| VCD Bachelor of Arts Guided Electives | 3 | |
| General Electives | 9 | |
| Credit Hours | | 12 |
| Semester Eight | | |
| VCD 49199 CAPSTONE PROJECT (ELR) | 3 | |
| VCD Bachelor of Arts Guided Electives | 3 | |
| General Electives | 7 | |
| Credit Hours | | 13 |
| Minimum Total Credit Hours: | | 120 |