

VISUAL COMMUNICATION DESIGN (B.F.A.)

Program Overview

The Visual Communication Design Major is a rigorous, pre-professional program stressing concept development and visual communication skills necessary to prepare content and imagery for print, interactive media and the Web. Students gain a comprehensive understanding of the discipline and build a portfolio of work to begin a career in the graphic design profession. The program is based in the Department of Art and Design (<http://www.montclair.edu/art-and-design/>). For further information, go to: Visual Communication Design (BFA) (<https://www.montclair.edu/art-and-design/academic-programs/visual-communication-design-bfa/>).

Program Requirements Overview

Code	Title	Credits
General Education Requirements		19
World Languages and Cultures Requirements		6-9
Major Requirements		84
Free Electives		11-8
Total Credits		120

Major Requirements

Code	Title	Credits
Core Requirements		
ARFD 101 or PRDN 100	Surface Design Visualization I - Concept Sketching	3
ARFD 103	Color and Light	3
VIST 102	Visual Culture	3
VIST 105	Global Foundations in Art and Visual Culture	3
VIST 262	See What I Mean: A History of Visual Communication Design	3
VIST 306	Critical Design Studies	3
Core Elective		
Complete one course from the following:		3
ARFD 100	Perceptual Drawing	
ARFD 102	Drawing as Research	
ARFD 104	Space	
ARFD 106	Digital Literacy	
ARTX 298	Textiles	
PRDN 102	Anatomical Drawing for Product Designers	
VIST 109	Special Topics in Global Art Cultures	
Studio Requirements		
VCDS 120	Typography I	3
VCDS 201	Visual Communication Design Studio I	3
VCDS 220	Typography II	3
VCDS 225	Creative Coding	3
VCDS 301	Visual Communication Design Studio II	3
VCDS 311	Visual Communication Design Studio III	3
VCDS 320	User Interface Design	3
VCDS 401	Visual Communication Design Studio IV Thesis	3

VCDS 411	Visual Communication Design Studio V Portfolio/ Thesis Exhibition	3
VCDS 465	Motion Design	3
Collateral Courses		
CMST 110	Introduction to Communication and Media	3
ENTR 260	Introduction to Innovation and 3D Printing	3
ENTR 360	Advanced Innovation and Digitally Mediated Making	3
ENTR 460	Applied Digital Innovation Design, and Lean Fabrication	3
MKTG 240	Introduction to Marketing	3
Major Electives		
Complete six courses from the list below.		18
Total Credits		84

Major Electives

Code	Title	Credits
ARGS 260	Special Topics in Art and Design	1-12
ANTH 100	Cultural Anthropology	3
ARIL 101	Introduction to Illustration	3
ARIL 200	Digital Painting Methods	3
ARIL 225	Art of the Visual Narrative	3
ARPH 201	Digital Photo and Imaging I	3
ARPM 262	Screen Printing	3
ARST 205	Photography	3
ARST 206	Printmaking	3
ARTX 120	Introduction to Apparel Construction	3
ARTX 201	Culture and Appearance	3
ARTX 220	Textile and Apparel Colloquium	3
ARTX 230	Fashion Illustration	3
BUGN 280	Strategic Business Communications	3
CMST 200	Going Viral	3
CMST 225	New Media and Participatory Culture	3
FMTV 201	Digital Filmmaking I	3
FMTV 252	Fundamentals of Film and Television	3
MKTG 250	Professional Selling	3
MUTC 101	Music and Computer Technology I	3
MUGN 109	Introduction to Jazz	3
MUGN 120	Rap and Rock as Cultural Phenomena	3
MUGN 152	Music in Film	3
POLS 100	Introduction to Politics	3
PRDN 201	Design Visualization III - Digital Sketching	3
PSYC 101	Introduction to Psychology	3
VCDS 335	Visual Communication Design Co#op	3
VIST 203	Modern Philosophies of Art	3

General Education Requirements

Click here for a list of courses that fulfill General Education categories. (<http://catalog.montclair.edu/programs/general-education-requirements-ba-bs/>)

Code	Title	Credits
A. New Student Seminar		
	Complete a 1 credit New Student Seminar course.	1
C. Communication		
1.	Writing	3
2.	Literature	3
3.	Communication	3
F. Humanities		
1.	Great Works and Their Influences	
	Fulfilled in the major.	
VIST 105	Global Foundations in Art and Visual Culture or VIST 106 Modern Visions 1400-1945	
2.	Philosophical and Religious Perspectives	3
G. Computer Science		
	Complete a 3 credit Computer Science course.	3
K. Social Science		
1.	American and European History	3
Total Credits		19

World Languages and Cultures Requirements

Click here for a list of courses that fulfill World Languages and Cultures categories. (<http://catalog.montclair.edu/programs/world-languages-and-cultures-requirements/>)

Code	Title	Credits
World Languages		
	Based on language placement exam, complete one or two sequential courses in the same language. Requirement is automatically fulfilled by language major courses.	3-6
World Cultures		
	Requirement may be fulfilled by course selected in General Education 0-3 - Social Science: Global Cultural Perspectives. Requirement may also be fulfilled by major coursework. See list of courses.	
Total Credits		3-9

Recommended Roadmap to Degree Completion

This four-year plan is provided as an outline for students to follow in order to complete their degree requirements within four years. This plan is a recommendation and students should only use it in consultation with their academic advisor.

First Year

Fall	Credits	Spring	Credits
GENERAL EDUCATION: (A) New Student Seminar		1 GENERAL EDUCATION: (C2) Literature	3
GENERAL EDUCATION: (C1) Writing		3 GENERAL EDUCATION: (C3) Communication	3
World Cultures		3 ARFD 103	3
ARFD 101 or PRDN 100		3 CMST 110	3
VCDS 120		3 Core Elective	3

VIST 102	3		
16		15	

Second Year

Fall	Credits	Spring	Credits
GENERAL EDUCATION: (G) Computer Science		3 World Language 2	3
World Language 1		3 VIST 262	3
VCDS 201		3 MKTG 240	3
VCDS 225		3 VCDS 220	3
VIST 105		3 VCDS 301	3
15		15	

Third Year

Fall	Credits	Spring	Credits
GENERAL EDUCATION: (K1) Social Science – American and European History		3 ENTR 360	3
ENTR 260		3 ENTR 460	3
VCDS 311		3 VCDS 465	3
VCDS 320		3 Major Elective	3
VIST 306		3 Free Elective	3
15		15	

Fourth Year

Fall	Credits	Spring	Credits
VCDS 401		3 GENERAL EDUCATION: (F2) Humanities – Philosophical and Religious Perspectives	3
Major Elective		3 VCDS 411	3
Major Elective		3 Major Elective	3
Major Elective		3 Major Elective	3
Free Elective		2 Free Elective	3
14		15	

Total Credits 120