

# VISUAL COMMUNICATION DESIGN MAJOR (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
	<b>Total Credits</b>	<b>120</b>

## Major Requirements

Code	Title	Credits
<b>Core Requirements</b>		
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
<b>Core Elective</b>		
	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 I: Introduction	
PRDN 102	Anatomical Drawing for Product Designers	
VIST 109	Special Topics in Global Art Cultures	
<b>Studio Requirements</b>		
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
<b>Collateral Courses</b>		
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
<b>Major Electives</b>		
	Complete six courses from the list below.	18
<b>Total Credits</b>		<b>84</b>

## Major Electives

Code	Title	Credits
ARGS 260	Special Topics in Art and Design	1-12
ANTH 100	Cultural Anthropology	3
ARIL 101	Introduction to Animation and 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 Design	3
ARTX 201	Culture and Appearance	3
ARTX 220	Textile and Apparel Industry	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/undergraduate-graduate-degree-requirements/general-ed-ba-bs/>)

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

## World Languages and Cultures Requirements

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

Code	Title	Credits
<b>World Languages</b>		
Based on language placement exam, complete one or two sequential courses in the same language.		3-6
<b>World Cultures</b>		
Requirement may be fulfilled by course selected in General Education - Social Science: Global Cultural Perspectives.		0-3
<b>Total Credits</b>		<b>3-9</b>

## Recommended Roadmap to Degree Completion

This recommended 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.

Course	Title	Credits
<b>First Year</b>		
<b>Fall</b>		
GENERAL EDUCATION: (A) New Student Seminar		1
GENERAL EDUCATION: (C1) Writing		3
World Cultures		3
ARFD 101 or PRDN 100	Surface or Design Visualiza I - Concept Sketchin	3
VCDS 120	Typography I	3

VIST 102	Visual Culture	3
<b>Credits</b>		<b>16</b>
<b>Spring</b>		
GENERAL EDUCATION: (C2) Literature		3
GENERAL EDUCATION: (C3) Communication		3
ARFD 103	Color and Light	3
CMST 110	Introduction to Communication and Media	3
Core Elective		3
<b>Credits</b>		<b>15</b>
<b>Second Year</b>		
<b>Fall</b>		
GENERAL EDUCATION: (G) Computer Science		3
World Language 1		3
VCDS 201	Visual Communica Design Studio I	3
VCDS 225	Creative Coding	3
VIST 105	Global Foundations in Art and Visual Culture	3
<b>Credits</b>		<b>15</b>
<b>Spring</b>		
World Language 2		3
VIST 262	See What I Mean: A History of Visual Communication Design	3
MKTG 240	Introduction to Marketing	3
VCDS 220	Typography II	3
VCDS 301	Visual Communica Design Studio II	3
<b>Credits</b>		<b>15</b>
<b>Third Year</b>		
<b>Fall</b>		
GENERAL EDUCATION: (K1) Social Science – American and European History		3
ENTR 260	Introduction to Innovation and 3D Printing	3
VCDS 311	Visual Communica Design Studio III	3
VCDS 320	User Interface Design	3
VIST 306	Critical Design Studies	3
<b>Credits</b>		<b>15</b>

**Spring**

ENTR 360	Advanced Innovation and Digitally Mediated Making	3
ENTR 460	Applied Digital Innovation Design, and Lean Fabrication	3
VCDS 465	Motion Design	3
Major Elective		3
Free Elective		3
<b>Credits</b>		<b>15</b>

**Fourth Year**

**Fall**

VCDS 401	Visual Communicational Design Studio IV Thesis	3
Major Elective		3
Major Elective		3
Major Elective		3
Free Elective		2
<b>Credits</b>		<b>14</b>

**Spring**

GENERAL EDUCATION: (F2) Humanities – Philosophical and Religious Perspectives		3
VCDS 411	Visual Communication Design Studio V Portfolio/Thesis Exhibition	3
Major Elective		3
Major Elective		3
Free Elective		3
<b>Credits</b>		<b>15</b>
<b>Total</b>		<b>120</b>
<b>Credits</b>		