

**BACHELOR OF SCIENCE: VISUAL COMMUNICATION DESIGN** (Graphic Design Comm Concentration) **2021-2022**

Name \_\_\_\_\_

Campus Key \_\_\_\_\_

**LEVEL I. (FIRST YEAR): 31–33 credits**

(Prerequisite) Cr Sem. Grade TR Equiv.

**Hallmark Courses - 13–15 credits**

FYS-100	Pathways Seminar: Preparing for Academic & Professional Success <small>(Not required for transfer students)</small>		1		
WRIT-101/G/S	Writing Seminar I: Written Communication <small>(WRIT-100 may only be used to satisfy free elective credits)</small>		3-4		
AMST-114	Topics in American Studies		3		
( )	Science <small>[Select from the following: BIOL-101, BIOL-102, BIOL-107, CHEM-101, PHYS-101, or SCI-110]</small>		3		
MATH-1( )	Mathematics <small>(Select one)</small>		3-4		
	MATH-100 or 101 Finite Mathematics (3 cr)	MATH-102 (3 cr) or 110 Precalculus (4 cr)			
	MATH-103 Applied Calculus (3 cr)	MATH-111 Calculus I (4 cr)			

**DEC Core - 3 credits**

DECF-102	Finding and Shaping Opportunity		3		
----------	---------------------------------	--	---	--	--

**Visual Communications Design Core - 15 credits**

VDES-101	Design Essentials <small>(Fall)</small>		3		
DRAW-101	Drawing Essentials <small>(Fall)</small>		3		
GRPH-102	Design II: Intro to Visual Comm Design <small>(Spring only)</small>	(VDES-101*)	3		
GRPH-110	Digital Imaging <small>(Fall or Spring)</small>		3		
ARTH-101	History of Western Art I		3		

**LEVEL II. (SECOND YEAR): 30-31 credits**

(Prerequisite) Cr Sem. Grade TR Equiv.

**Hallmark Courses - 9–10 credits**

ETHC-2( )	Ethics	(WRIT-101, AMST-114)	3		
GDIV-2( )	Global Diversity <small>Includes World Languages at any level</small>	(WRIT-101, AMST-114)	3		
WRIT-201/202	Writing Seminar II: Multimedia Communication <small>WRIT 202 is for transfer students (4 cr)</small>	(WRIT-101)	3-4		

**DEC Core - 3 credits**

DECS-20( )	Systems: <small>(Select one DECS-2XX)</small>		3		
------------	---	--	---	--	--

**Graphic Design Core - 18 credits**

GRPH-201	Design III: Intro to Typography <small>(Fall only)</small>	(GRPH-102*, ARFD-102* or INDD-102*)	3		
GRPH-202	Design IV: Adv. Typography <small>(Spring only)</small>	(GRPH-201*)	3		
DIGD-200	Fundamentals of Web Programming <small>(Fall)</small>		3		
DIGD-206	Foundation in Web Design & Strategy <small>(Spring)</small>	(DIGD-200*)	3		
ARTH-102	History of Western Art II <small>(Fall)</small>		3		
GRPH-208	History of Graphic Design <small>(Spring)</small>	(WRIT-101, ARTH-101 or ARTH-102)	3		

**LEVEL III. (THIRD YEAR): 30 credits**

(Prerequisite) Cr Sem. Grade TR Equiv.

**Hallmark Courses: 9 credits**

ADIV-2( )	American Diversity	(WRIT-101, AMST-114)	3		
GCIT-2( )	Global Citizenship <small>Includes World Languages at any level</small>	(WRIT-101, AMST-114)	3		
CGIS-300	Contemporary Global Issues	(WRIT-20X; GDIV-2XX or GCIT-2XX)	3		

**DEC Core - 3 credits**

DECM-300	Methods: Ethnographic Research Methods	(WRIT-20X; GDIV-2XX or GCIT-2XX)	3		
----------	--	----------------------------------	---	--	--

**Graphic Design Core - 12 credits**

GRPH-301	Design V: Intro to Branding <small>(Fall only)</small>	(GRPH-202*)	3		
GRPH-302	Design VI: Advanced Branding <small>(Spring only)</small>	(GRPH-301*)	3		
DIGD-318	Media Production <small>(Spring)</small>		3		
( )	Visual Comm Design Designated Elective	("C" or better in GRPH-202)	3		

**Business Core: 3 credits**

MKTG-102	Principles of Marketing		3		
----------	-------------------------	--	---	--	--

**Free Electives - 3 credits**

( )			3		
-----	--	--	---	--	--

**LEVEL IV (FOURTH YEAR): 30 credits**

(Prerequisite) Cr Sem. Grade TR Equiv.

**Hallmark Course - 3 credits**

( )			3		
-----	--	--	---	--	--

**PHIL-499 Philosophies of the Good Life** 3                             

*(ETHC-2XX, ADIV-2XX, GCIT-2XX, GDIV-2XX, CGIS-300, DECM-300, DECS20X, MATH1XX)*

**Graphic Design Core - 21 credits**

GRPH-401	Design VII: Systems Design Integration (Fall only)	<i>(GRPH-302*)</i>	6
DIGD-498	Capstone Prep & Professional Practice (Fall only)		3
** GRPH-499	Design VIII: Capstone Visual Comm Design (Spring only)	<i>(GRPH-401*)</i>	6
GRPH-308	Graphic Design Theory	<i>(WRIT-20X, GRPH-208)</i>	3
(            )	Visual Comm Design Designated Elective	<i>("C" or better grade in GRPH-202)</i>	3

**Free Electives - 6 credits**

(            )			3
(            )			3

**TOTAL CREDITS: 121–124 credits**

**\*\* satisfies DEC capstone requirement**

\* A grade of "C" or better is required to advance from one design studio into the next, Design 3 through Design 8 Capstone in Visual Comm Design Communication. Students interested in the joint BS/MBA option should consult their advisor after reading the section in the catalog on the Pre-MBA Minor for Non-Business Majors.

**Visual Communication Design Designated Electives: (Require a grade of "C" (2.00) or better grade in GRPH-202)**

- Graphic Design:** GRPH-206, GRPH-300, GRPH-305, GRPH-320, GRPH-341, GRPH-381, GRPH-407, GRPH-408, GRPH-409, DSGN-371.
- Digital Design:** DIGD-307, DIGD-312, DIGD-403, DIGD-405, DIGD-406.
- Drawing:** DRAW-206, DRAW-301, DRAW-303.
- Business:** MKTG310, MKTG315
- Industrial Design:** INDD-205.
- Architecture:** ARFD-101, ARFD-102, ARFD-104, ARFD-110, ARDS-208, ARDS-214, ARCH-326.
- Fashion Design:** FASR-207, FASR-317, FASR-319.
- Photography:** POTO-101, POTO-102, POTO-201, POTO-204, POTO-302, POTO-303, POTO-307.
- Print:** PRNT-101, PRNT-301, PRNT-303, PRNT-315.
- SDE Special Topics:** SDE-373

**Fundamentals Courses:** (Fundamental "099" courses do **not** count toward graduation requirements. However, WRIT-100 and ITXA-100 **can** be used toward graduation credits...as free electives.)

MATH-099 Fundamentals of College Mathematics	<i>("C" or better grade required)</i>	3
--	---------------------------------------	---

**Surplus credits not used toward degree requirements**

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

*Please note Thomas Jefferson University residency requirement:  
The University has a residency requirement of 60 credits for Day Division students. Students must take a minimum of 60 credits – 12 credits must be within the major core; 9 credits must be in Hallmark courses in order to be eligible for a B.S. degree.*

*This form should be used as a worksheet in conjunction with the catalog and the Hallmark “menu” of options. Please refer to the University catalog for questions regarding curriculum and academic policies.*

**COURSE STATUS:** R = course to take next semester   S = course currently being taken    = course completed