

GRAPHIC DESIGN, BACHELOR OF FINE ARTS (B.F.A.) [VCUQ]

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Associate professor and chair

Student learning outcomes

Upon completing this program, students will know and know how to do the following:

- **Prioritize making as a primary mode of investigation and exchange:** Students will engage with labor as a physical and emotional activity that is fundamental to the design process. They will understand and practice design as a process that is not driven by assumptions, presumptions or preconceptions.
- **Understand that research is an essential component of the design process:** Students will employ research as a critical lens to understand context and to validate the relevance of design decisions and processes.
- **Develop capacity to design in collaboration with others:** Students will become equipped to participate in broad and diverse exchanges that expand the range and depth of design processes that are oriented to nonhierarchical learning and making.
- **Develop cultural literacy:** Students will be cognizant of forces that affect the formation and reinforcement of meaning and value. These forces define who we are and how the decisions we make can cultivate the dignity of individuals and communities.

Degree requirements for Bachelor of Fine Arts, Graphic Design (B.F.A.)

Course	Title	Hours
General education (https://bulletin.vcu.edu/undergraduate/undergraduate-study/general-education-curriculum/)		
Select 30 credits of general education courses in consultation with an adviser.		30
Major requirements		
• Major core requirements		
GDES 220	Design Practices	4
GDES 221	Core Studio I	4
GDES 222	Core Studio II	4
GDES 231	Theory Inquiry	3
GDES 321	Core Studio III	4
GDES 322	Core Studio IV	4
GDES 331	Precedents Inquiry	3
GDES 380	Multi Studio I (taken twice)	8
GDES 398	Dialogues (taken six semesters)	6
GDES 431	Critical Inquiry	4
GDES 440	Synthesis	6
GDES 480	Multi Studio II	2
Ancillary requirements		
Art Foundation Program		
ARTF 131	Drawing Studio	3
ARTF 132	Surface Research	3
ARTF 133	Space Research	3

ARTF 134	Time Studio	3
ARTF 139	Project Studio	2
or ARTF 138	Project Seminar	
ARTH 103 & ARTH 104	Survey of Art I and Survey of Art II	6
Additional requirements		
UNIV 101	Introduction to the University	1
GDES electives (300 to 500 level)		8
Open electives		
Select any course.		12
Total Hours		123

The minimum number of credit hours required for this degree is 123.

Electives

Course	Title	Hours
GDES 302	Book Arts	4
GDES 308	Web Design	4
GDES 356	Studio Management	4
GDES 391	Lecture Topics in Design	1-3
GDES 392	Research/Individual Study	2-4
GDES 403	Design Activism	4
GDES 404	Typeface Design	4
GDES 412	Typographic Systems	4
GDES 414	Exhibition and Environmental Graphic Design	4
GDES 418	Design Center	3-9
GDES 481	Practicum	4
GDES 491	Studio Topics in Design	1-6

What follows is a sample plan that meets the prescribed requirements within a four-year course of study at VCU. Please contact your adviser before beginning course work toward a degree.

Freshman year

Fall semester		Hours
ARTF 131	Drawing Studio	3
ARTF 132	Surface Research	3
ARTF 139	Project Studio	1
or	or Project Seminar	
ARTF 138		
ARTH 103	Survey of Art I	3
UNIV 101	Introduction to the University	1
UNIV 111	Introduction to Focused Inquiry: Investigation and Communication (satisfies general education UNIV foundations)	3
Play course video for		
Introduction to Focused Inquiry: Investigation and Communication		
General education course		3
Term Hours:		17
Spring semester		
ARTF 133	Space Research	3

ARTF 134	Time Studio	3
ARTF 139 or ARTF 138	Project Studio or Project Seminar	1
ARTH 104	Survey of Art II	3
UNIV 112 Play course video for Focused Inquiry II	Focused Inquiry II (satisfies general education UNIV foundations)	3
General education course		3
Term Hours:		16

Sophomore year**Fall semester**

GDES 220	Design Practices	4
GDES 221	Core Studio I	4
GDES 231 or GDES 331	Theory Inquiry or Precedents Inquiry	3
GDES 398	Dialogues	1
UNIV 200	Advanced Focused Inquiry: Literacies, Research and Communication (satisfies general education UNIV foundations)	3
Term Hours:		15

Spring semester

GDES 222	Core Studio II	4
GDES 380	Multi Studio I	4
GDES 398	Dialogues	1
General education course		3
Open elective		3
Term Hours:		15

Junior year**Fall semester**

ENGL 215	Reading Literature (satisfies general education BOK for humanities/fine arts and/or AOI for creativity, innovation and aesthetic inquiry)	3
GDES 321	Core Studio III	4
GDES 331	Precedents Inquiry (or GDES 231 if not already taken)	3
GDES 398	Dialogues	1
GDES elective (300-500 level)		4
Term Hours:		15

Spring semester

GDES 322	Core Studio IV	4
GDES 380	Multi Studio I	4
GDES 398	Dialogues	1
General education course		3
Open elective		3
Term Hours:		15

Senior year**Fall semester**

GDES 398	Dialogues	1
GDES 431	Critical Inquiry	4

GDES elective (300-500 level)		4
General education course		3
Open elective		3
Term Hours:		15
Spring semester		
GDES 398	Dialogues	1
GDES 440	Synthesis	6
GDES 480	Multi Studio II	2
General education course		3
Open elective		3
Term Hours:		15
Total Hours:		123

The minimum number of credit hours required for this degree is 123.