The B.F.A in Communication Arts is for students interested in narrative illustration and entertainment design; students will explore the powerful and timeless relationship between art and narrative through drawing. In the sophomore year, students will expand their artistic skills and conceptual understandings with courses in figure drawing, 3D modeling, visual studies of design, typography and the history of visual communication. In the junior year, students will build upon the sophomore experience with courses in digital drawing, concept drawing, sequential imaging, advanced 3D imaging and mixed-media illustration. In the senior year, students will refine their personal studio methods, develop expertise in their areas of focus, organize a portfolio and prepare for professional opportunities.

Student learning outcomes

- Communication arts core outcomes
  - Students will demonstrate proficiency in drawing, including the figure.
  - Students will demonstrate conceptual and critical thinking.
  - Students will articulate conceptual and visual ideas to communicate content.
  - Students will demonstrate competence in the use of traditional media.
  - Students will demonstrate competence in the use of digital media and emerging technologies.
  - Students will demonstrate knowledge of the historical and current context of communication arts.
  - Students will demonstrate ethical and professional practices.

Special requirements

Students who have successfully completed the Art Foundation Program are eligible to apply for admission to the B.F.A. program in the Department of Communication Arts. Students must earn a minimum cumulative GPA of 3.0 to be accepted to the communication arts program.

Students who wish to transfer into the communication arts program must first apply to the Art Foundation Program for evaluation. A transfer student must demonstrate equivalent preparation at other institutions and submit a portfolio of work for review by communication arts faculty. Transfer students admitted into the program must complete all major requirements determined to be missing from their academic record.

Students are required to meet regularly with the department undergraduate academic adviser each semester to make sure they are completing courses as required.

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

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>General education</td>
<td>(<a href="http://bulletin.vcu.edu/undergraduate/undergraduate-study/general-education-curriculum/">http://bulletin.vcu.edu/undergraduate/undergraduate-study/general-education-curriculum/</a>)</td>
<td>30</td>
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<tr>
<td>Select 30 credits of general education courses in consultation with an adviser.</td>
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- Major core requirements
  - COAR 201 Drawing Studies: The Figure Observed 3
  - COAR 202 Drawing Studies: The Figure in Context 3
  - COAR 203 Digital 3D Studio 3
  - COAR 300 Illustration: Drawing and Painting 3
  - COAR 320 Concept Drawing 3
  - COAR 321 Sequential Imaging 3
  - COAR 352 History of Visual Communications I 3
  - COAR 353 History of Visual Communications II 3
  - COAR 464 Senior Portfolio 3
  - CREA 350 Piloting the Enterprise 3
- Additional major requirements
  - COAR 210 Visual Studies: Design 3
  - COAR 211 Fundamentals of Typography 3
  - COAR 332 Digital Drawing 3
  - or COAR 432 3D Image and Movement 3
- Major electives
  - COAR upper-division electives 18

Ancillary requirements

| Art Foundation Program
<table>
<thead>
<tr>
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<tbody>
<tr>
<td>ARTF 131 Drawing Studio</td>
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<tr>
<td>ARTF 132 Surface Research</td>
<td>3</td>
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<tr>
<td>ARTF 133 Space Research</td>
<td>3</td>
</tr>
<tr>
<td>ARTF 134 Time Studio</td>
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<td>ARTF 139 Project Studio</td>
<td>2</td>
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<td>or ARTF 138 Project Seminar</td>
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<tr>
<td>ARTH 103 Survey of Art I</td>
<td>6</td>
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<tr>
<td>&amp; ARTH 104 and Survey of Art II</td>
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<td>Arts upper-division electives</td>
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<td>Upper-division electives</td>
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<td><strong>Total Hours</strong></td>
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The minimum number of credit hours required for this degree is 120.

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**

<table>
<thead>
<tr>
<th>Fall semester</th>
<th>Hours</th>
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<td>ARTF 131 Drawing Studio</td>
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<td>ARTF 132 Surface Research</td>
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<td>ARTF 139 Project Studio</td>
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<td>or ARTF 138</td>
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<tr>
<td>ARTH 103 Survey of Art I</td>
<td>3</td>
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<tr>
<td>UNIV 111 Focused Inquiry I (satisfies general education UNIV foundations)</td>
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<tr>
<td>Play course video for Focused Inquiry I</td>
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<td>General education course</td>
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**Term Hours:** 16

**Spring semester**

<p>| ARTF 133 Space Research | 3 |</p>
<table>
<thead>
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<tr>
<td>ARTF 134</td>
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<td>ARTF 139</td>
<td>Project Studio or Project Seminar</td>
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<tr>
<td>ARTH 104</td>
<td>Survey of Art II</td>
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<tr>
<td>UNIV 112</td>
<td>Focused Inquiry II (satisfies general education UNIV foundations)</td>
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<td>UNIV 112</td>
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**Sophomore year**

**Fall semester**

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<td>COAR 201</td>
<td>Drawing Studies: The Figure Observed</td>
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<tr>
<td>COAR 203</td>
<td>Digital 3D Studio</td>
<td>3</td>
</tr>
<tr>
<td>COAR 211</td>
<td>Fundamentals of Typography</td>
<td>3</td>
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<tr>
<td>COAR 352</td>
<td>History of Visual Communications I</td>
<td>3</td>
</tr>
<tr>
<td>UNIV 200</td>
<td>Advanced Focused Inquiry: Literacies, Research and Communication (satisfies general education UNIV foundations)</td>
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**Spring semester**

<table>
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<tr>
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<th>Course Title</th>
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<tbody>
<tr>
<td>COAR 202</td>
<td>Drawing Studies: The Figure in Context</td>
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<td>COAR 210</td>
<td>Visual Studies: Design</td>
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<tr>
<td>COAR 353</td>
<td>History of Visual Communications II</td>
<td>3</td>
</tr>
<tr>
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**Junior year**

**Fall semester**

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<tbody>
<tr>
<td>COAR 300</td>
<td>Illustration: Drawing and Painting</td>
<td>3</td>
</tr>
<tr>
<td>COAR 320</td>
<td>Concept Drawing</td>
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<td>COAR upper-division elective</td>
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**Spring semester**

<table>
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<tr>
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<th>Course Title</th>
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<tbody>
<tr>
<td>COAR 321</td>
<td>Sequential Imaging</td>
<td>3</td>
</tr>
<tr>
<td>COAR 332</td>
<td>Digital Drawing or 3D Image and Movement</td>
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</tr>
<tr>
<td>or COAR 432</td>
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<tr>
<td>COAR upper-division elective</td>
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<td>Arts upper-division elective</td>
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<td>General education course</td>
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**Senior year**

**Fall semester**

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<tbody>
<tr>
<td>CREA 350</td>
<td>Piloting the Enterprise</td>
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</tr>
<tr>
<td>COAR upper-division elective</td>
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<td>Arts upper-division elective</td>
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<tr>
<td>General education course</td>
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<table>
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<tr>
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<th>Course Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>COAR 464</td>
<td>Senior Portfolio</td>
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<tr>
<td>COAR upper-division elective</td>
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<tr>
<td>Upper-division elective</td>
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The minimum number of credit hours required for this degree is 120.