COMMUNICATION ARTS, BACHELOR OF FINE ARTS (B.F.A.)

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

A cumulative GPA of 2.0 in the major is expected for continuance in the program.

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

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
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<tr>
<td>General education (<a href="http://bulletin.vcu.edu/undergraduate/undergraduate-study/general-education-curriculum/">http://bulletin.vcu.edu/undergraduate/undergraduate-study/general-education-curriculum/</a>)</td>
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</table>

Select 30 credits of general education courses in consultation with an adviser.

Major requirements

- 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
  - 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 2
  - ARTH 103 Survey of Art I 6
  & ARTH 104 and Survey of Art II 6
  - Arts upper-division electives 6
  - Upper-division electives 7

Total Hours 120

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

**Fall semester**

- ARTF 131 Drawing Studio 3
- ARTF 132 Surface Research 3
- ARTF 139 Project Studio 2
  or ARTF 138 Project Seminar 2
- ARTH 103 Survey of Art I 3
- UNIV 111 Play course [video for Focused Inquiry I] 3
- General education course 3

**Term Hours:** 16

**Spring semester**

- ARTF 133 Space Research 3
- ARTF 134 Time Studio 3
- ARTF 139 Project Studio 2
  or ARTF 138 Project Seminar 2
- ARTH 104 Survey of Art II 3
- UNIV 112 Play course [video for Focused Inquiry II] 3
- General education course 3

**Term Hours:** 16
Sophomore year

Fall semester

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Term Hours</th>
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<tbody>
<tr>
<td>COAR 201</td>
<td>Drawing Studies: The Figure Observed</td>
<td>3</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>
</tr>
<tr>
<td>COAR 352</td>
<td>History of Visual Communications I</td>
<td>3</td>
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<tr>
<td>UNIV 200</td>
<td>Advanced Focused Inquiry: Literacies, Research and Communication (satisfies general education UNIV foundations)</td>
<td>3</td>
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Term Hours: 15

Spring semester

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Term Hours</th>
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<tbody>
<tr>
<td>COAR 202</td>
<td>Drawing Studies: The Figure in Context</td>
<td>3</td>
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<tr>
<td>COAR 210</td>
<td>Visual Studies: Design</td>
<td>3</td>
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<tr>
<td>COAR 353</td>
<td>History of Visual Communications II</td>
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<td>General education course</td>
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Term Hours: 15

Junior year

Fall semester

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<th>Course</th>
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<th>Term Hours</th>
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<tbody>
<tr>
<td>COAR 300</td>
<td>Illustration: Drawing and Painting</td>
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<tr>
<td>COAR 320</td>
<td>Concept Drawing</td>
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<td>General education course</td>
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Term Hours: 15

Spring semester

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<thead>
<tr>
<th>Course</th>
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<th>Term Hours</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>
<td>3</td>
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<tr>
<td>or COAR 432</td>
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<td>3</td>
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<tr>
<td>COAR upper-division elective</td>
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<td>3</td>
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<tr>
<td>Arts upper-division elective</td>
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<tr>
<td>General education course</td>
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Term Hours: 15

Senior year

Fall semester

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<thead>
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<th>Term Hours</th>
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<tbody>
<tr>
<td>CREA 350</td>
<td>Piloting the Enterprise</td>
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<tr>
<td>COAR upper-division elective</td>
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<td>3</td>
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<tr>
<td>Arts upper-division elective</td>
<td></td>
<td>3</td>
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<tr>
<td>General education course</td>
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<td>3</td>
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<tr>
<td>Upper-division elective</td>
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Term Hours: 15

Spring semester

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<tr>
<th>Course</th>
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<th>Term Hours</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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Term Hours: 13

Total Hours: 120

The minimum number of credit hours required for this degree is 120.
COAR 302. Print Media. 3 Hours.
Semester course; 2 lecture and 3 studio hours. 3 credits. Prerequisite: COAR 201. An intermediate course in the use of printing processes and techniques to develop communicative imagery. Assignments will incorporate applicable references to the history of art and contemporary developments.

COAR 303. Color Theory and Practice. 3 Hours.
Semester course; 2 lecture and 3 studio hours. 3 credits. Prerequisite: COAR 300. An intermediate course in the application of color theory to specific illustrative problems. A number of color theories, both historical and contemporary, will be studied and applied.

COAR 304. Illustration Media and Techniques. 3 Hours.
Semester course; 2 lecture and 3 studio hours. 3 credits. Prerequisites: COAR 200 and 202. Explores various mixed-media techniques, including both two- and three-dimensional approaches to illustrative problems.

COAR 305. Figure in Illustration. 3 Hours.
Semester course; 2 lecture and 3 studio hours. 3 credits. Prerequisite: COAR 202. An introduction to the visual representation of the human form as it applies to illustration.

COAR 307. The Face. 3 Hours.
Semester course; 2 lecture and 3 studio hours. 3 credits. Prerequisites: COAR 201 and COAR 202. Employing a variety of drawing media, students will explore the nuances of the human face as a subject. This course focuses on both process and the realization of final projects.

COAR 308. Cut Scene. 3 Hours.
Semester course; 2 lecture and 3 studio hours. 3 credits. Studio course focusing on research and experimentation in specialized visual communication media utilizing consumer electronics.

COAR 311. Type and Image. 3 Hours.
Semester course; 2 lecture and 3 studio hours. 3 credits. Prerequisite: COAR 211. An advanced course that explores graphic design with an introduction to digital methods as a means to express and communicate ideas. Assignments will incorporate applicable references to the history of art and contemporary developments.

COAR 320. Concept Drawing. 3 Hours.
Semester course; 2 lecture and 3 studio hours. 3 credits. Prerequisite: COAR 202. Explores the use of drawing as a tool to communicate concepts. Various painting and drawing media will be explored. Assignments will incorporate applicable references to the history of art and contemporary developments.

COAR 321. Sequential Imaging. 3 Hours.
Semester course; 2 lecture and 3 studio hours. 3 credits. Prerequisite: COAR 201 and 202. Employing a variety of drawing media, students will explore the nuances of the human face as a subject. This course focuses on both process and the realization of final projects.

COAR 325. Botanical Drawing. 3 Hours.
Semester course; 2 lecture and 3 studio hours. 3 credits. Prerequisite: COAR 300. This course explores plant life from direct observation and analytical drawing. Students examine the major divisions and structures of plants and how to depict their unique form.

COAR 326. Imagery for Science Fiction and Fantasy. 3 Hours.
Semester course; 2 lecture and 3 studio hours. 3 credits. Prerequisites: COAR 300 and 320. This course focuses on assignments for science fiction/fantasy subject matter and its various commercial applications.

COAR 327. Comics and Graphic Novels I. 3 Hours.
Semester course; 2 lecture and 3 studio hours. 3 credits. Prerequisites: COAR 201 and COAR 202. This course develops skills essential for visual storytelling through comics and graphic novels.

COAR 328. Comics and Graphic Novels II. 3 Hours.
Semester course; 2 lecture and 3 studio hours. 3 credits. Prerequisite: COAR 327. This course further develops skills essential to expanding understanding of visual storytelling through comics and graphic novels.

COAR 331. Scientific Illustration. 3 Hours.
Semester course; 2 lecture and 3 studio hours. 3 credits. An introductory course in the development of accurate representational imagery for recording scientific observations and ideas.

COAR 352. History of Visual Communications I. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Prerequisites: ARTH 103 and 104. An examination of the historical developments in visual communications from cave paintings to modernism.

COAR 353. History of Visual Communications II. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Prerequisites: ARTH 103 and 104. An examination of the historical developments in visual communications from modernism to the contemporary era.

COAR 391. Communication Arts Topics. 1-3 Hours.
Semester course; 1-3 lecture hours. 1-3 credits. May be repeated for a maximum of 12 credits. Topical lectures in design issues and visual communications.

COAR 392. Research/Individual Study. 1-6 Hours.
Semester course; 1-2 lecture and 3-6 studio hours. 1-6 credits. May be repeated for a total of 6 credits. Enrollment requires permission of instructor, approval of faculty adviser and chair. The structuring, research, execution and presentation of an independent project in visual communications under the direction of a faculty adviser. The student will be encouraged to become a self-generating problem seeker and solver with the ability to carry out self-stated goals.

COAR 401. Drawing Studies: The Figure (Advanced). 3 Hours.
Semester course; 2 lecture and 3 studio hours. 3 credits. May be repeated for up to 12 credits. Prerequisite: COAR 301 or permission of instructor. Drawing from direct observation at an advanced level using the figure as the primary means to understand proportion, volume and spatial relationships. Various drawing and painting media will be explored.

COAR 407. Senior Project. 3 Hours.
Semester course; 2 lecture and 3 studio hours. 3 credits. Prerequisites: COAR 300 and COAR 320. Enrollment restricted to students with senior status in communication arts. Focuses on the assessment and advancement of studio techniques, methods and practices. Students document and share their decision-making processes in the generation of creative projects.

COAR 420. Graphic Essay. 3 Hours.
Semester course; 2 lecture and 3 studio hours. 3 credits. Prerequisites: UNIV 200 or HONR 200 and COAR 320. An advanced course that explores the relationship between text and image, and their potential as tools to enable us to create and communicate effectively. Assignments will incorporate applicable references to the history of art and literature.
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COAR 421. Imagery for Children. 3 Hours.
Semester course; 2 lecture and 3 studio hours. 3 credits. Prerequisite: COAR 300. An advanced course developing both fiction and nonfiction illustrations intended for the preschool and elementary school children’s publishing market.

COAR 422. Editorial Illustration II. 4 Hours.
Semester course; 3 lecture and 3 studio hours. 4 credits. Prerequisites: COAR 300 and 320. An advanced course developing the student’s skill at interpreting an author’s manuscript. The major emphasis is given to illustrations appearing in books and magazines.

COAR 432. 3D Image and Movement. 3 Hours.
Semester course; 2 lecture and 3 studio hours. 3 credits. Prerequisite: COAR 203. Enrollment is restricted to majors in the School of the Arts. Course addresses current technological tools to explore the relationship between image, object and movement.

COAR 433. Game Design, Theory and Practice. 3 Hours.
Semester course; 2 lecture and 3 studio hours. 3 credits. Prerequisites: COAR 203 and COAR 321. Students will study the history, theory and design of games, gaming concepts and narrative from past to present.

COAR 435. 3D Modeling for Concept Design. 3 Hours.
Semester course; 2 lecture and 3 studio hours. 3 credits. Prerequisites: COAR 203 and COAR 320. A focus on the use of high polygraph 3D graphics software as tools to create highly detailed computer models for concept design, movies, broadcast media and games.

COAR 436. Visual Effects I. 3 Hours.
Semester course; 2 lecture and 3 studio hours. 3 credits. Prerequisites: CINE 217 and COAR 432. Synthesizes prerequisites in 3D modeling, rigging and rendering with an introduction to fundamental skills used in the creation of visual effects. Students will learn basic compositing and the integration of computer graphics and 3D components with live-action plates.

COAR 437. Visual Effects II. 3 Hours.
Semester course; 2 lecture and 3 studio hours. 3 credits. Prerequisite: COAR 436. Continues the instruction and practice of visual effects with advanced techniques for 3D animation and VFX development, including 3D pre-vis, match-moving, dynamics, multi-pass rendering and node-based compositing. Students will explore advanced rendering and compositing techniques for 3D computer graphics.

COAR 441. Scientific Illustration II. 3 Hours.
Semester course; 2 lecture and 3 studio hours. 3 credits. Prerequisite: COAR 341. An advanced course in the development and creation of accurate documentation and representation of scientific information and imagery including plant taxonomy, insect morphology, and physiological and pathological processes.

COAR 450. Business of Communication Arts. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Prerequisite: UNIV 200 or HONR 200. The study of business management with an emphasis on ethics and the standards of fair practice including financial and contractual guidelines.