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

Astrid Kensinger
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 (http://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 | 2
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

Course | Title | Hours
--- | --- | ---
ARTF 131 | Drawing Studio | 3
ARTF 132 | Surface Research | 3
ARTF 139 or ARTF 138 | Project Studio or Project Seminar | 1

ARTH 103 | Survey of Art I | 3
UNIV 101 | Introduction to the University | 1
UNIV 111 | Focused Inquiry I (satisfies general education UNIV foundations) | 3
Play course video for Focused Inquiry I

General education course | 3

Term Hours: 17

Spring semester

ARTF 133 | Space Research | 3
ARTF 134 | Time Studio | 3
<table>
<thead>
<tr>
<th>ARTF 139 or ARTF 138</th>
<th>Project Studio or Project Seminar</th>
<th>1</th>
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<tbody>
<tr>
<td>ARTH 104</td>
<td>Survey of Art II</td>
<td>3</td>
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<tr>
<td>UNIV 112 Play course video for Focused Inquiry II</td>
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<tr>
<td>UNIV 112 Project Seminar</td>
<td>Focused Inquiry II (satisfies general education UNIV foundations)</td>
<td>3</td>
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<tr>
<td>General education course</td>
<td>General education course</td>
<td>3</td>
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<td>Term Hours:</td>
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<td>16</td>
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**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 | General education course | 3 |
| Open elective | 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) | 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 | General education course | 3 |
| Open elective | Open elective | 3 |
| Term Hours: |                                  | 15 |

**Senior year**

**Fall semester**

| GDES 398 | Dialogues | 1 |
| GDES 431 | Critical Inquiry | 4 |
| GDES elective (300-500 level) | GDES elective (300-500 level) | 4 |

| Term Hours: |                                  | 15 |

| General education course | Open elective | 3 |

**Term Hours:** 15

| General education course | Open elective | 3 |

**Term Hours:** 15

**Total Hours:** 123

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