

B.F.A. IN VISUAL COMMUNICATION DESIGN

Designers explore a variety of visual communication design topics dealing with diverse messages and audiences. Students interested in pursuing a career in design, including visual communication design, graphic design, motion graphics, animation, digital media, etc. may apply into the B.F.A. in Visual Communication Design. Students planning to graduate in four years with a B.F.A. in Visual Communication Design should complete their Foundation Core in their Freshman year and take the appropriate Studio Core classes in their sophomore year.

Students must earn a grade of C or better in all courses taken to satisfy department requirements. Courses in the major must be taken for a letter grade. To obtain a B.F.A. in Visual Communication Design degree in the Department of Visual and Literary Arts students must have a minimum 3.00 overall UW-total institutional GPA, and a 3.25 GPA in all major courses at the time of graduation.

The Visual Communication Design degree provides students with a human-centered approach to making and thinking as designers. Students learn through digital and hand's-on-making design challenges to develop critical narrative skills and refine their ability to think conceptually. Individual projects and research prepare each student to think flexibly in an international community that is continually being influenced by new ideas, tools, and technologies. The Visual Arts Building, design computer classroom, and design and fabrication studio facilities offer undergraduate students ample research, design, and production space and access to cutting-edge technology, and open-source and industry standard software and tools for design exploration.

Application

Formal application is made to the program for acceptance into the B.F.A. in Visual Communication Design degree program. Application must be submitted at least three semesters prior to the applicant's anticipated graduation. Favorable faculty review of the application materials are required before a student is declared a candidate for the B.F.A. in Visual Communication Design degree. Applicants must have achieved the following at the time of application to the B.F.A. in Visual Communication Design:

- C or better in all major classes
- 3.25 GPA or above within major classes
- 3.00 or above overall UW total institutional GPA

Undergraduate majors proceed with meeting the USP requirements for the B.A. in Studio Art and balance with foundation, art history, and studio core requirements in the major until formally accepted as a B.F.A. in Visual Communication Design candidate. Application does not automatically guarantee acceptance into the B.F.A. in Visual Communication Design program.

Final Year

During their final year and in conjunction with the spring B.F.A. exhibition, students enroll in two sequential capstone courses: BFA Capstone I (fall) and II (spring). The courses outline the deadline and requirements for the B.F.A. exhibition as well as coordinating mentoring of B.F.A. candidates. If faculty deem their work insufficient, they reserve the right to exclude the work from the exhibition and withhold the B.F.A. degree. Students transferring to the Department of Visual and Literary Arts who have completed their foundation core and successfully passed portfolio review are eligible to apply for a B.F.A. in Visual Communication Design after one semester in the Art and Art History Program.

Minimum Course Requirements for B.F.A. in Visual Communication Design

Foundation Core (15 Hrs.)

ART 1005 Drawing I (3)
ART 1110 Foundation: Two Dimensional (3)
ART 1120 Foundation: Three Dimensional (3)
ART 1130 Foundation: Color Theory (3)
ART 2000 Portfolio Review (1)
ART 2305 Metal/Plaster (1)
ART 1115 Digital Media (1)

Studio Core (12 Hrs.)

12 credits chosen from the below. At least one course must be from 2D and one from 3D.

ART 2005 Drawing II (3)
ART 2210 Painting I (3)
ART 2112 VCD I Visual Thinking (3)
ART 2255 or 2265 Photo (3)
ART 3510 Printmaking I (3)
ART 2310 Sculptural Practices I (3)
ART 2350 Metalsmithing I (3)
ART 2410 or 2420 Ceramics I or II (3)

Art History / Design Theory (15 Hrs.)

ART 2010 Survey I (3)
ART 2020 Survey II (3)
ART 2030 History of Graphic Design (3)
Upper Division Art History (6)

Visual Communication Design Core (12 Hrs.)

ART 2110 Type I (3)
ART 2112 VCD I Visual Thinking (3)
ART 2122 VCD II Visual Programming (3)
ART 2255 or ART 2265 Intro to Photo (Digital) or Intro to Photo (B&W) (3)

Upper Division Visual Communication Design (15 Hrs.)

ART 3112 Type: Type, Images, and Narrative (3)
ART 3120 VCD III: Visual Making (3)
ART 3150 VCD IV: Visual Imaging in Time (3)
ART 4120 VCD Senior Design Studio (3)
ART 4400 or ART 4425 Internship or Graphics Internship (3)

BFA Core (12 Hrs.)

ART 4600 Professional Practices (3)
ART 4010 Contemporary Art Theory and Practice (3)
ART 4800 BFA Capstone I (3)
ART 4840 BFA Capstone II (3)

Upper Division Studio Electives (9 Hrs.)

9 credits of any upper division studio art classes

Foreign Language (8 Hrs.)

Language 1010 (4)
Language 1020 (4)

University Studies Program (USP)

Freshman Seminar (3)
Com I (3)
Com II (3)
Com III (3)

Human Culture (6)
WYO History and Constitutions (3)
Q Math (3)
PN (6)

USP Upper Division Requirement

42 Overall Upper Division total credits required (3000-4000 level anywhere)

Arts and Sciences Core

Diversity (3)
Global (3)