VISUAL COMMUNICATION DESIGN - B.A.

College of Communication and Information
School of Visual Communication Design
www.kent.edu/vcd

About This Program

Unleash your creativity with the Visual Communication Design major. Experienced faculty will help you develop a portfolio of professional design work for print, motion, video and interactive media. With a focus on design and illustration, this degree offers the flexibility to succeed in a wide variety of career fields. Enroll now and turn your passion for graphic design into a successful future. Read more...

Contact Information

- **Daniel Alenquer** | vcd@kent.edu | 330-672-7856
- Speak with an Advisor
- Chat with an Admissions Counselor

Program Delivery

- **Delivery:**
  - In person
- **Location:**
  - Kent Campus

Examples of Possible Careers

- Graphic Designer
- Art/Creative Director
- UI/UX Designer
- Motion Designer/Animator
- Illustrator
- Exhibit/Wayfinding Designer
- Package Designer

Accreditation

National Association of Schools of Art and Design (NASAD)

Admission Requirements

The university affirmatively strives to provide educational opportunities and access to students with varied backgrounds, those with special talents and adult students.

First-Year Students on the Kent Campus: First-year admission policy on the Kent Campus is selective. Admission decisions are based upon cumulative grade point average, strength of high school college preparatory curriculum and grade trends. Students not admissible to the Kent Campus may be administratively referred to one of the seven regional campuses to begin their college coursework. For more information, visit the admissions website for first-year students.

First-Year Students on the Regional Campuses: First-year admission to Kent State's campuses at Ashtabula, East Liverpool, Geauga, Salem, Stark, Trumbull and Tuscarawas, as well as the Twinsburg Academic Center, is open to anyone with a high school diploma or its equivalent. For more information on admissions, contact the Regional Campuses admissions offices.

International Students: All international students must provide proof of proficiency of the English language (unless they meet specific exceptions) through the submission of an English language proficiency test score or by completing English language classes at Kent State's English as a Second Language Center before entering their program. For more information, visit the admissions website for international students.

Former Students: Former Kent State students who have not attended another institution since Kent State and were not academically dismissed will complete the re-enrollment process through the Financial, Billing and Enrollment Center. Former students who attended another college or university since leaving Kent State must apply for admissions as a transfer or post-undergraduate student.

Transfer Students: Students who attended an educational institution after graduating from high school or earning their GED must apply as transfer students. For more information, visit the admissions website for transfer students.

Admission policies for undergraduate students may be found in the University Catalog's Academic Policies.

Students may be required to meet certain criteria to progress in their program. Any progression requirements will be listed on the program's Coursework tab

The director of the School of Visual Communication Design may impose additional requirements considered reasonable and necessary. Each transfer student will be evaluated individually in terms of his or her ability to perform within the program. A transfer applicant's strengths and deficiencies will be considered and his or her transfer credits will reflect that consideration.

Program Requirements

Major Requirements

Code	Title	Credit Hours
Major Requirements (courses count in major GPA)		
VCD 13000	VISUAL DESIGN THINKING	3
VCD 13001	INTRODUCTION TO VISUAL COMMUNICATION DESIGN STUDIO (min B- grade)	3
VCD 20010	DESIGN RESEARCH AND METHODS	3
VCD 22000	DESIGN/ILLUSTRATION TECHNIQUES I [1]	3
VCD 22001	DESIGN/ILLUSTRATION TECHNIQUES II	3
VCD 23001	TYPOGRAPHY I (min B- grade)	3
VCD 25000	DESIGN HISTORY AND THEORY	3
VCD 33000	GRAPHIC DESIGN I	3
VCD 33001	GRAPHIC DESIGN II	3
VCD 34004	VISUAL ETHICS	3
VCD 40182	INTERNSHIP PREPARATION: DESIGN, ILLUSTRATION AND PHOTOGRAPHY	2
VCD 40192	INTERNSHIP: DESIGN, ILLUSTRATION AND PHOTOGRAPHY (ELR) [2]	1
VCD 44006	MOTION DESIGN I	3

VCD 49198	WRITING FOR PROFESSIONAL PRACTICE (ELR) (WIC) [3]	2
VCD Bachelor of Arts Guided Electives, choose from the following:		**12**
CCI 12001	PHOTOGRAPHY	
CCI 46089	INTERNATIONAL EXPERIENCE IN THE COLLEGE OF COMMUNICATION AND INFORMATION (DIVG) (ELR)	
COMM 46091	SENIOR SEMINAR (ELR)	
EMAT 21000	INTRODUCTION TO WEB DESIGN	
EMAT 41000	RESPONSIVE WEB DESIGN	
EMAT 40999	INTERDISCIPLINARY PROJECTS (ELR)	
VCD 18002	PHOTOGRAPHY II	
VCD 28003	DIGITAL IMAGING I	
VCD 32000	ILLUSTRATION I	
VCD 32001	ILLUSTRATION II	
VCD 33101	INTERACTION DESIGN I	
VCD 34005	ELEMENTS OF BRAND DESIGN	
VCD 38004	ADVANCED PHOTOGRAPHY	
VCD 40053	GLYPHIX RESEARCH LABORATORY	
VCD 40089	GRAPHIC DESIGN-TRAVEL AND FIELD EXPERIENCE (DIVG) (ELR)	
VCD 42002	EDITORIAL ILLUSTRATION	
VCD 42003	ADVERTISING ILLUSTRATION	
VCD 42005	CHARACTER DEVELOPMENT AND DESIGN: THE HUMAN FIGURE	
VCD 42006	CHARACTER DEVELOPMENT AND DESIGN: ANIMALS AND ENVIRONMENTS	
VCD 42007	GRAPHIC NARRATIVE	
VCD 43002	TYPOGRAPHY II	
VCD 43003	IDENTITY SYSTEMS	
VCD 43005	INTEGRATED BRAND DESIGN	
VCD 43006	BRAND EXPERIENCES	
VCD 43007	INFORMATION DESIGN	
VCD 43051	TYPE HIGH PRESS	
VCD 43060	TYPEFACE DESIGN	
VCD 43101	INTERACTION DESIGN II	
VCD 44001	EXHIBITION DESIGN	
VCD 46003	EXPERIMENTAL TYPOGRAPHY	
Additional Requirements (courses do not count in major GPA)		
UC 10001	FLASHES 101	1
College of Communication and Information Core Electives, choose from the following:		**9**
CCI 10095	SPECIAL TOPICS IN COMMUNICATION AND INFORMATION	
CCI 40089	BRANDING AND SOCIAL MEDIA STRATEGIES FOR ITALIAN LIFESTYLE (DIVG) (ELR)	
CCI 40095	SPECIAL TOPICS IN COMMUNICATION AND INFORMATION	
CCI 40189	ITALIAN POP CULTURE (DIVG) (ELR)	
CCI 40289	ITALIAN CINEMA (DIVG) (ELR)	
CCI 40389	DOCUMENTARY FILMMAKING (DIVG) (ELR)	
CCI 40489	MULTIMEDIA EXPERIENTIAL LEARNING (DIVG) (ELR)	
CCI 45089	INTERNATIONAL EXPERIENCE IN THE COLLEGE OF COMMUNICATION AND INFORMATION (DIVG) (ELR)	
CCI 46089	INTERNATIONAL EXPERIENCE IN THE COLLEGE OF COMMUNICATION AND INFORMATION (DIVG) (ELR) [4]	
COMM 15000	INTRODUCTION TO HUMAN COMMUNICATION (KADL)	
COMM 35852	INTERCULTURAL COMMUNICATION (DIVG)	
EMAT 25310	CREATIVE CODING	
EMAT 33310	HUMAN-COMPUTER INTERACTION	
LIS 30010	INFORMATION FLUENCY IN THE WORKPLACE AND BEYOND	
MDJ 20001	MEDIA, POWER AND CULTURE (DIVD) (KSS)	
MDJ 21008	SOCIAL MEDIA STRATEGIES	
UXD 20001	INTRODUCTION TO USER EXPERIENCE DESIGN	
Kent Core Composition		6
Kent Core Mathematics and Critical Reasoning		3
Kent Core Humanities and Fine Arts (minimum one course from each)		9
Kent Core Social Sciences (must be from two disciplines)		6
Kent Core Basic Sciences (must include one laboratory)		6-7
Kent Core Additional		6
General Electives (total credit hours depends on earning 120 credit hours, including 39 upper-division credit hours) [5]		24
Minimum Total Credit Hours:		**120**

[1] Students who have taken ARTS 14000 from another program may use it as a substitute for VCD 22000.

[2] Minimum 1 credit hour of VCD 40192 is required for the program. Students may apply a maximum 4 credit hours of VCD 40192 toward their degree program.

[3] A minimum C grade must be earned to fulfill the writing-intensive requirement.

[4] May apply the course as a College of Communication and Information Core Elective if not already fulfilling a VCD Bachelor of Arts Guided Elective.

[5] A maximum of 4 credit hours of Physical Activity, Wellness and Sport (PWS) courses may be applied toward the degree program.

Progression Requirements

- VCD 13001 may be taken a maximum three times until a minimum B- grade is achieved.
- Students must maintain a 2.500 major GPA in order to continue taking VCD courses. Failure to do so at the end of one semester will result in a written warning with the option of repeating certain VCD courses in order to meet minimum grade and GPA requirements to continue. Failure to do so at the end of two consecutive semesters will result in not being permitted to enroll in VCD courses. Students in this situation will be contacted by an academic advisor to create an alternative plan of study with a new major.

Graduation Requirements

Minimum Major GPA	Minimum Overall GPA
2.500	2.000

- A minimum B- grade may be required in some courses.

Roadmap

This roadmap is a recommended semester-by-semester plan of study for this major. However, courses designated as critical (!) must be completed in the semester listed to ensure a timely graduation.

Semester One		Credits
!	VCD 13000 VISUAL DESIGN THINKING	3
!	VCD 13001 INTRODUCTION TO VISUAL COMMUNICATION DESIGN STUDIO	3
	UC 10001 FLASHES 101	1
	Kent Core Requirement	3
	Kent Core Requirement	3
	Kent Core Requirement	3
	Credit Hours	**16**
Semester Two		
	VCD 20010 DESIGN RESEARCH AND METHODS	3
!	VCD 22000 DESIGN/ILLUSTRATION TECHNIQUES I [1]	3
!	VCD 23001 TYPOGRAPHY I	3
	College of Communication and Information Core Elective	3
	Kent Core Requirement	3
	Credit Hours	**15**
Semester Three		
!	VCD 22001 DESIGN/ILLUSTRATION TECHNIQUES II	3
	VCD 25000 DESIGN HISTORY AND THEORY	3
!	VCD 33000 GRAPHIC DESIGN I	3
	Kent Core Requirement	3
	Kent Core Requirement	3
	Credit Hours	**15**
Semester Four		
	VCD 44006 MOTION DESIGN I	3
	Kent Core Requirement	3
	Kent Core Requirement	3
	Kent Core Requirement	3
	General Elective	3
	Credit Hours	**15**
Semester Five		
	VCD 33001 GRAPHIC DESIGN II	3
!	VCD 34004 VISUAL ETHICS	3
	Kent Core Requirement	3
	Kent Core Requirement	3
	General Elective	3
	Credit Hours	**15**
Semester Six		
	VCD 40182 INTERNSHIP PREPARATION: DESIGN, ILLUSTRATION AND PHOTOGRAPHY	2
	VCD 49198 WRITING FOR PROFESSIONAL PRACTICE (ELR) (WIC)	2
	VCD Bachelor of Arts Guided Elective	3
	College of Communication and Information Core Elective	3
	Kent Core Requirement	3
	General Elective	2
	Credit Hours	**15**
Third Summer Term		
	VCD 40192 INTERNSHIP. DESIGN, ILLUSTRATION AND PHOTOGRAPHY (ELR)	1
	Credit Hours	**1**
Semester Seven		
	VCD Bachelor of Arts Guided Elective	3
	College of Communication and Information Core Elective	3
	General Electives	9
	Credit Hours	**15**

Semester Eight	
VCD Bachelor of Arts Guided Electives	6
General Electives	7
Credit Hours	**13**
Minimum Total Credit Hours:	**120**

University Requirements

All students in a bachelor's degree program at Kent State University must complete the following university requirements for graduation.

NOTE: University requirements may be fulfilled in this program by specific course requirements. Please see Program Requirements for details.

Flashes 101 (UC 10001)	1 credit hour
Course is not required for students with 30+ transfer credits (excluding College Credit Plus) or age 21+ at time of admission.	
Diversity Domestic/Global (DIVD/DIVG)	2 courses
Students must successfully complete one domestic and one global course, of which one must be from the Kent Core.	
Experiential Learning Requirement (ELR)	varies
Students must successfully complete one course or approved experience.	
Kent Core (see table below)	36-37 credit hours
Writing-Intensive Course (WIC)	1 course
Students must earn a minimum C grade in the course.	
Upper-Division Requirement	39 credit hours
Students must successfully complete 39 upper-division (numbered 30000 to 49999) credit hours to graduate.	
Total Credit Hour Requirement	120 credit hours

Kent Core Requirements

Kent Core Composition (KCMP)	6
Kent Core Mathematics and Critical Reasoning (KMCR)	3
Kent Core Humanities and Fine Arts (KHUM/KFA) (min one course each)	9
Kent Core Social Sciences (KSS) (must be from two disciplines)	6
Kent Core Basic Sciences (KBS/KLAB) (must include one laboratory)	6-7
Kent Core Additional (KADL)	6
Total Credit Hours:	**36-37**

Program Learning Outcomes

Graduates of this program will be able to:

1. Demonstrate an understanding of the ethics (and legal issues) closely associated with fields of visual communication.
2. Demonstrate an understanding of traditional hands-on skills relative to craftsmanship.
3. Demonstrate an understanding of the basic use of digital technologies as they relate to their areas of study.
4. Demonstrate an ability to create visual response to communication problems, including understanding of hierarchy, typography, aesthetics, composition and construction of meaningful images.

Full Description

The Bachelor of Arts degree in Visual Communication Design prepares students for the graphic design and illustration professions. Students develop technical understanding and design skills in the organization of imagery and typography to communicate information in two-dimensional and three-dimensional forms. Students produce work for print, motion, video, screen displays and interactive experiences, as well as package design, exhibition design and environmental wayfinding.

This program focuses on design and illustration in the context of a broad liberal arts program, giving students the flexibility to choose 20 percent of their coursework (with guidance). This provides the opportunity for students to take a variety of courses to complement their design degree. Students learn at the intersections of communication, information, and technology. The B.A. degree program is for students planning to attend a graduate program or plan to pair their visual communication design degree with another field of study.

Through a core of diverse theory- and practice-based courses, students learn basic concepts that apply across the range of college programs and develop a sense of professional expectations and build toward interdisciplinary thinking and application.

Students may apply early to the following master's degree programs and double count 9 credit hours of graduate courses toward both degree programs. See the Combined Bachelor's/Master's Degree Program Policy in the University Catalog for more information.

- Master of Arts degree in Communication Studies
- Master of Arts degree in Visual Communication Design
- Master of Fine Arts degree in Visual Communication Design
- Master of Library Information Science degree in Library and Information Science
- Master of Science degree in Emerging Media and Technology
- Master of Science degree in Health Informatics
- Master of Science degree in Knowledge Management
- Master of Science degree in User Experience

There are many study abroad/away opportunities. For more information contact the Office of Global Education or coordinator of the college's International Study Programs.