

BACHELOR OF SCIENCE IN VISUAL COMMUNICATION DESIGN ROADMAP

120 Total Units Required

Minimum Number of Units in the Major: 58

This roadmap is a suggested plan of study and does not replace meeting with an advisor. Please note that students may need to adjust the actual sequence of courses based on course availability. Please consult an advisor in your major program for further guidance.

Course	Title	Units
First Semester		
ENG 114	Writing the First Year: Finding Your Voice (A2) ¹	3
GE Area A ²		3
GE Area B: Quantitative Reasoning (B4) ³		3
GE Area C		3
SF State Studies or University Elective or 200-level DES Course ⁴		3
Units		15
Second Semester		
GE Area A		3
GE Area B: Physical Science (B1) and Laboratory Science (B3) ⁵		3-4
GE Area C		3
GE Area E		3
SF State Studies or University Elective or 200-level DES Course ⁴		3
Units		15-16
Third Semester		
DES 200	Visual Design Literacy (Major Foundation)	3
GE Area C		3
GE Area D - Take Two		6
SF State Studies or University Elective or 200-level DES Course ⁴		3
Units		15
Fourth Semester		
DES 222	Digital Design Foundations I (Major Foundation)	3
DES 228	Introduction to Web Design (Major Foundation)	3
DES 370	Introduction to The School of Design	1
GE Area B: Life Science (B2) and Laboratory Science (B3) ⁵		3-4
GE Area F [±]		3
U.S. and California Government (http://bulletin.sfsu.edu/undergraduate-education/american-institutions/#usg)		3
Units		16-17

Fifth Semester		
DES 322	Digital Design Foundations II (Major Core)	3
DES 356	A History of Design and Technology (Major Core) ⁶	3
Major Electives (15 units total) - Take One ⁷		3
GE Area UD-B: Upper-Division Physical and/or Life Sciences		3
GE Area UD-D: Upper-Division Social Sciences		3
Units		15
Sixth Semester		
DES 300	Design Process (Major Core)	3
DES 324GW	Research and Writing for Design - GVAR (Major Core)	3
DES 325	Graphic Design I (Major Requirement)	3
DES 327	Interactive Design I (Major Requirement)	3
SF State Studies or University Elective		3
Units		15
Seventh Semester		
DES 425	Graphic Design II (Major Requirement)	3
DES 427	Interactive Design II (Major Requirement)	3
Major Electives (15 units total) - Take Three ⁷		9
Units		15
Eighth Semester		
DES 505	Senior Design Project (Major Culminating Requirement)	3
DES 570	Professional Practices for Designers (Major Culminating Requirement)	3
Select One (Major Requirement):		3
DES 525	Graphic Design III: Advanced	
DES 527	Interactive Design III	
Major Electives (15 units total) - Take One ⁷		3
SF State Studies or University Elective		2
Units		14
Total Units		120-122

¹ ENG 114 can only be taken if you complete Directed Self-Placement (DSP) and select ENG 114; if you choose ENG 104/ENG 105 through DSP you will satisfy A2 upon successful completion of ENG 105 in the second semester; multilingual students may be advised into alternative English courses.

² To avoid taking additional units, it is recommended that you meet the **SF State Studies** (AERM, GP, ES, SJ) requirements within your GE or major.

³ To determine the best B4 course option, students should complete the online advising activity at mathadvising.sfsu.edu (<https://mathadvising.sfsu.edu/>). Questions? Contact Gator Smart Start. (<https://gatorsmartstart.sfsu.edu/>)

⁴ Students are encouraged, but not required, to take additional 200-level DES courses to gain more experience in the field of Design. These additional 200-level DES courses will not be applied towards the Major Electives.

⁵ Consider taking a class combined with a laboratory or a separate lab to fulfill B3 if not already satisfied.

⁶ Upper-Division General Education, Arts and/or Humanities (UD-C) is satisfied upon completion of DES 356.

⁷ **Major Electives (15 units)**

The Major Electives are intended to build a professional design portfolio, and as such, upper-division courses are strongly encouraged. Select five classes from the list below. Take no more than two classes (6 units total) at the lower-division.

CSC 101 Introduction to Computing (3 units)

DES 220 Introduction to Drawing for Designers (3 units)

DES 226 Modern Letterpress Printing: Traditional and Digital Techniques (3 units) (C1)

DES 252 Rethinking Digital Visual Media: History, Technology, and Content (3 units)

DES 256 Design and Society: Contemporary Design Issues and Applications (3 units) (C1)

DES 277 Exploration in Meaning and Discourse Through Design (3 units)

DES 305 Lab Safety Basics (1 units)

DES 310 Product Design I (3 units)

DES 311 Image Making for Designers (3 units)

DES 320 Drafting and Sketching for Design (3 units)

DES 321 Technical Drawing I: Introduction to CAD (3 units)

DES 367 Introduction to Game Design (3 units)

DES 377B Visual Storytelling (3 units)

DES 405 How to Develop, Patent, and Market an Idea (3 units)

DES 448 User Experience Design (3 units)

DES 456 Design Thinking Principles and Practices (3 units)

DES 475 Topics in Design (3 units)

DES 523 Information Design I: Data Visualization (3 units)

DES 525 Graphic Design III: Advanced (3 units)*

DES 527 Interactive Design III (3 units)*

DES 575 Contemporary Design Workshop (3 units)

DES 576 Practical Experience: Internship (3 units)

DES 625 Graphic Design Practicum: Design Working Group (3 units)

DES 627 Advanced Projects in Visual Communication Design (3 units)

DES 628 Design Gallery: Exhibitions and Communications (3 units)

DES 677 Exploration in Delightful Design (3 units)

DES 699 Independent Study in Design (3 units)

JOUR 235 Photojournalism I: Foundations of Photojournalism (3 units) (C1)

JOUR 450 Publication Design and Graphics (3 units)

Other electives as approved by an advisor

* DES 525 and/or DES 527 can be counted as elective credit if they were not used to satisfy the major requirement. If both courses are taken, students will get credit for both the Major Requirement and Major Electives, but if only one is taken, students will get credit for the Major Requirement only.

± Given catalog rights, fall 2023 transfer students do not need to complete an Area F course.