

BFA in Visual Communication - Concentration in Design

The emphasis in Design prepares students choosing to pursue a career as a design professional. Instruction focuses on an applied conceptual skill set through the development and application of creative process, conceptual thinking, and visual problem solving. Courses focus on client driven projects such as packaging, paper systems, and client visual branding development.

The BFA in Visual Communication is an intensive baccalaureate degree that prepares students for professional opportunities in the fields of advertising and design. Students pursuing the degree will choose from the following emphases, each of which has a specified sequence of courses: Art Direction, Design, or New Media. Each emphasis requires the student to complete the 42-semester hour University Studies curriculum and a common core of freshman and sophomore-level art courses. These courses may be taken at A&M-Commerce or any accredited two or four-year institution. The BFA in Visual Communication does not require a minor area of concentration.

All courses in Visual Communication above the sophomore level are taught at El Centro College in a state-of-the-art facility in downtown Dallas where students are introduced to the dynamic design community of one of the nation's most vibrant cities. Shuttle service between the Commerce campus and El Centro College allows students to reside in Commerce while attending classes in Dallas.

Entry into the junior year of the Visual Communication program is by portfolio review. Prior to the review, students must have completed all University Studies and core art courses as outlined in the Undergraduate Catalog. At the time of the portfolio review, students must have an overall grade point average of at least 2.5 and an average of at least 3.0 in the core art classes. For the specific requirements of the portfolio and annual deadlines for submission, please visit this web site: www.tamuc.edu/viscom (<http://www.tamuc.edu/viscom/>)

The Visual Communication program has an assessment schedule that evaluates the progress of students as they advance in the BFA degree. Students will undergo a basic assessment of their work in the third or fourth year and an assessment of their specialized work as they near graduation. The purpose of the assessments is to correct deficiencies and to encourage consistent growth in a student's portfolio, thus improving his or her opportunities for rewarding employment after graduation. If a student's progress is unsatisfactory, they may be advised by the faculty to repeat courses to strengthen and further develop their skills. After the first year of the program, students will be required to enter competitive shows for the purpose of building professional experience and gaining a critical perspective of their work. In the final year of the BFA, students must pass an exit review in order to graduate. As with all degree programs at A&M-Commerce, students must earn a C or higher in their major courses for them to count towards graduation.

Provided they are part of the common course numbering system recognized across the State of Texas, courses from other accredited institutions may be transferred to A&M-Commerce. Courses that fall outside the numbering system may still be transferable, but they will be subject to a portfolio review.

Portfolio reviews for transfer students will generally occur late in the spring semester for students wishing to enter the Visual Communication program in the fall semester and in the late fall semester for entry in the spring semester.

BFA in Visual Communication Art - Concentration in Design

Core Curriculum Courses

See the Core Curriculum Requirements (<http://coursecatalog.tamuc.edu/undergrad/core-curriculum-requirements/>) 42

Required courses in the major

Core Studio

Art Core/Sophomore Studio

| | | |
|----------|---|---|
| ART 1316 | Drawing I | 3 |
| ART 1311 | Two-Dimensional Design and Color Theory | 3 |
| ART 2313 | Visual Communication I | 3 |
| ART 2323 | Figure Drawing | 3 |
| PHO 209 | Introduction to Video | 3 |
| PHO 2357 | Basic Photography | 3 |

Visual Communication Core

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| ART 300 | Typography | 3 |
| ART 311 | Introduction to User Experience | 3 |
| ART 310 | Electronic Media and Methods | 3 |
| ART 360 | Creative Thinking | 3 |
| ART 365 | Design Communications I | 3 |
| ART 463 | Advanced Typography | 3 |
| ART 458 | Visual Communication Professional Practice | 4 |

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| ART 475 | Visual Communication Senior Studio | 4 |
| Required/Concentration Studio | | |
| ART 466 | Design Communications II | 3 |
| ART 472 | Art Direction | 3 |
| ART 406 | Illustration | 3 |
| ART 429 | Packaging | 3 |
| ART 462 | Visual Communication Branding | 4 |
| ART 467 | Design Communications III | 4 |
| ART 468 | Design Communications IV | 4 |
| Advanced electives: Choose 8 semester hours from below: | | 8 |
| ART 414 | Motion Graphics | 4 |
| ART 418 | Cross Cultural Design | 4 |
| ART 464 | Screen Printing for Visual Communication | 4 |
| ART 465 | Letterpress | 4 |
| ART 473 | Advertising Concepts | 4 |
| ART 474 | Campaign Concepts | 4 |
| ART 495 | Internship | 1-4 |
| ART 497 | Special Topics | 1-4 |
| Required Support Courses | | |
| Art/Design History | | |
| ART 1303 | GLB/History of Art I * | |
| ART 1304 | GLB/History of Art II * | |
| ART 407 | GLB/History of Graphic Design | 3 |
| ART 409 | History of New Media | 3 |
| Total Hours | | 120 |

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This course will satisfy the Core Curriculum requirement for Creative Arts or Degree Pathway.

A grade of "C" or higher must be earned in all courses in this Major.