

# COMMUNICATION DESIGN BFA

## More Information

### Advising Requirement

Advising is mandatory for this program. Consult your department advisor or program coordinator for information.

### Laptop Requirement

Students need a laptop for this program. Consult with the department for hardware and software requirements. Discounts are available through the Chico State Wildcat Store.

### E-advising Tools

Students are encouraged to use the interactive e-advising tools that have been designed to help them graduate within four years. These tools can be accessed through the Student Center.

The Bachelor of Fine Arts in Communication Design integrates an understanding of the creative design process with strategic thinking and a concern for the context and experience of the user. The Communication Design program is accredited by the National Schools of Art and Design (NASAD) and offers a professional degree.

The undergraduate program positions students to go on to pursue an advanced degree or to enter the profession immediately upon graduation. Graduates seek careers in web design, user interface design (UI), user experience design UX, mobile app design, service design, information design, packaging, branding, and publication design.

## Grading Requirement

All courses taken to fulfill program course requirements must be taken for a letter grade except those courses specified by the department as credit/no credit grading only.

## Course Requirements for the Major: 87 units

Completion of the following courses, or their approved transfer equivalents, is required of all candidates for this degree. Courses in this program may complete more than one graduation requirement.

### Portfolio Requirement

The successful completion of a Portfolio Review is necessary for entry into upper-division Graphic Design course work. The portfolio is comprised of work from ARTS 122, ARTS 123, ARTS 125, MADT 206, MADT 222, MADT 283, MADT 284, and MADT 285 and is reviewed by Communication Design faculty.

Course	Title	Units
<b>Pre-Portfolio Courses</b>		
ANTH 283	Qualitative Research Methods	3
ARTH 150	Survey of Arts of the Americas, Oceania, and Africa	3
ARTS 122	2D Design	3
ARTS 123	3D Design	3
ARTS 125	Basic Drawing	3
MADT 102	Design Thinking	3
MADT 206	Introduction to Commercial Photography and Digital Imaging	3

MADT 222	Basic Web Design	3
MADT 283	Digital Fundamentals	3
MADT 284	Basic Graphic Design	3
MADT 285	Graphic Design Portfolio Review	1
MATH 105	Introduction to Statistics	3
Select one of the following:		3
ARTH 120	Art History Survey: Renaissance to 1800	
ARTH 130	Art History Survey: 1800 to the Present	
<b>Post-Portfolio Courses</b>		
MADT 303W	Communication Criticism (W)	3
MADT 307	Technology and Communication	3
MADT 327	Information Design	3
MADT 331	History of Graphic Design	3
MADT 334	Basic Typography	3
MADT 335	Service Design	3
MADT 431	Publication Design	3
MADT 432	Sustainable Design	3
MADT 433	Human Factors	3
MADT 434	Advanced Typography	3
MADT 437	Advanced Graphic Design	3
MADT 438	Senior Project	3
MADT 439W	Presentation and Practice (W)	3
MADT 489	MADT Internship <sup>1</sup>	2
<b>Design Elective Courses</b>		
Select two of the following:		6
MADT 337	Packaging	
MADT 435	Brand Identity Design	
MADT 436	Motion Design	
<b>Design Support Elective Courses</b>		
Select one of the following:		3
MADT 314	Rich Internet Media Design I	
MADT 322	Advanced Web Design	
MADT 396	Intermediate Commercial Photography and Digital Imaging	
<b>Total Units</b>		<b>87</b>

<sup>1</sup> Must be taken for two units.

See Bachelor's Degree Requirements (<https://catalog.csuchico.edu/undergraduate-requirements/bachelors-degree-requirements/>) for complete details on general degree requirements. A minimum of 39 units, including those required for the major, must be upper division.

## General Education Requirements: 48 units

See General Education (<https://catalog.csuchico.edu/colleges-departments/undergraduate-education/general-education/>) and the Class Schedule (<http://www.csuchico.edu/schedule/>) for the most current information on General Education Requirements and course offerings.

This major has approved GE modification(s). See below for information on how to apply these modification(s).

- ANTH 283 is an approved major course substitution for Social Sciences (D).

## **Diversity Course Requirements: 6 units**

You must complete a minimum of two courses that focus primarily on cultural diversity. At least one course must be in US Diversity (USD) and at least one in Global Cultures (GC). See Diversity Requirements (<https://catalog.csuchico.edu/undergraduate-requirements/diversity-requirements/>) for a full list of courses. Most courses taken to satisfy these requirements may also apply to General Education (<https://catalog.csuchico.edu/colleges-departments/undergraduate-education/general-education/>).

## **Upper-Division Writing Requirement**

Writing Across the Curriculum (EM 17-009 (<http://www.csuchico.edu/prs/EMs/2017/17-009.shtml/>)) is a graduation requirement and may be demonstrated through satisfactory completion of four Writing (W) courses, two of which are designated by the major department. See Mathematics/Quantitative Reasoning and Writing Requirements (<https://catalog.csuchico.edu/undergraduate-requirements/mathematicsquantitative-reasoning-writing-requirements/>) for more details on the four courses. The first of the major designated Writing (W) courses is listed below.

- MADT 439W Presentation and Practice (W)

The second major-designated Writing course is the Graduation Writing Assessment Requirement (GW) (EO 665 (<https://calstate.policystat.com/policy/9585618/latest/>)). Students must earn a C- or higher to receive GW credit. The GE Written Communication (A2) (<https://catalog.csuchico.edu/colleges-departments/undergraduate-education/general-education/#A2>) requirement must be completed before a student is permitted to register for a GW course.