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 (https://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
PHO 209	Introduction to Video	3
ART 2313	Visual Communication I	3
ART 2323	Figure Drawing	3
PHO 2357	Basic Photography	3
Visual Communication Core		
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	3

Required/Concentration Studio		
ART 406	Illustration	3
ART 429	Packaging	3
ART 462	Visual Communication Branding	3
ART 466	Design Communications II	3
ART 467	Design Communications III	3
ART 468	Design Communications IV	3
ART 469	Applied Typography	3
ART 472	Art Direction	3
Advanced electives: Choose 9 semester hours from below:		
ART 414	Motion Graphics	3
ART 418	Cross Cultural Design	3
ART 464	Screen Printing for Visual Communication	3
ART 465	Letterpress	3
ART 473	Advertising Concepts	3
ART 474	Campaign Concepts	3
ART 495	Internship	1-4
ART 497	Special Topics	1-4
Required Support Courses		
Art/Design History		
ART 1303	History of Art I [*]	
ART 1304	History of Art II [*]	
ART 407	History of 20th Century Graphic Design	3
ART 408	History of American Typography	3
Total Hours		**120**

[*]   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.

First Year

Fall	Hours
Delete This Text	
	0

Total Hours: 0