Bachelor of Fine Arts in Design

The Department of Design prepares animators, illustrators, experience designers, graphic designers, marketing creatives, motion designers, photographers, product designers, UX/UI developers, and other multidisciplinary communicators to thrive as innovative practitioners and socially-engaged leaders in an ever-changing professional field. The mission of the Department of Design is to engage its students in the practice of design thinking and visualization to create beautiful, innovative, and responsible solutions (products, spaces, systems, messages, and services) that respond to human needs and enhance the quality of everyday life.

The Department of Design encompasses a rich tradition and a long history of educating students to engage in current paradigms toward defining the future of design practice. Exceptional faculty and state-of-the-art facilities provide an environment that cultivates and optimal educational experience in each area of undergraduate and graduate study through innovative and comprehensive curricula and experiences. Students gain insights from lectures and workshops with world-renowned designers, collaborations with industry partners, and opportunities to participate in short-term study abroad programs and semester-long internships in the US and abroad.

The Design Department offers BFA in Design with programs in Animation, Illustration (https://arcd.ku.edu/illustration-and-animation/), Industrial Design (https://arcd.ku.edu/industrial-design/), Interaction Design, (https://arcd.ku.edu/interaction-design/) and Visual Communication Design (https://arcd.ku.edu/visual-communication-design/) (Graphic Design). The Bachelor of Fine Arts in Design is a four-year, 120-credit-hour degree program. All design students spend the first semester in foundation courses and in the second semester begin taking courses in their chosen major.

The Department also offers Minors in Design (https://arcd.ku.edu/minor-design/), Photography (https://arcd.ku.edu/photography-minor/), Design Entrepreneurship (https://arcd.ku.edu/minor-design-entrepreneurship/), and a Certificate in Book Arts (https://arcd.ku.edu/certificate-book-arts/).

Design students have access to studio spaces, computer labs, a letterpress lab, a Riso lab, a robust photography area, a softgoods fabrication lab, and digital fabrication labs with 3D printers, CNC, and large format laser cutters. Students gain insights from lectures and workshops with world-renowned designers, collaborations with industry partners, and opportunities to participate in short-term study abroad programs and semester-long internships in the US and abroad.

Bachelor of Fine Arts in Design

Undergraduate Admissions Requirements

Application Deadlines

- Spring:
  - Transfer, Current KU Students, or Readmits - **Oct. 1**
- Fall:
  - Incoming Freshmen - Deadline for Priority Consideration - **Nov. 1**
  - Incoming Freshmen - Deadline for Final Consideration - **Feb. 1**
  - Transfer, Current KU Students, or Readmits - **Feb. 1**

Incoming First-Year (Freshmen)

Admission to the Department of Design is selective and competitive. Students can complete the online University of Kansas application by going to admissions.ku.edu (https://admissions.ku.edu/). This application serves as the application for admission to KU, admission to the Department of Design, and eligibility for scholarships (https://admissions.ku.edu/tuition-scholarship/freshman/).

Applicants must submit a portfolio (https://arcd.ku.edu/undergraddesignadmissions/) and must be admissible to KU (https://admissions.ku.edu/apply/) by assured admission or individual review according to at least one of the following criteria:

- A cumulative high school GPA (weighted or unweighted) of 3.25 or higher
- An official ACT score of at least 21 or an official SAT score of at least 1060 with a minimum GPA of 2.0 on a 4.0 scale

Portfolio:

- Required for all applicants.
- 10-15 images of creative work and a short essay question.
- **Learn more and submit a portfolio here: https://arcd.ku.edu/undergraduate-admissions**

Transfer Students

Admission to the Department of Design is selective and competitive. Complete the online application by going to admissions.ku.edu (http://admissions.ku.edu/) and selecting the School of Architecture and Design, then select your major. This application will serve as your application to KU, the Department of Design and University scholarships (https://admissions.ku.edu/tuition-scholarship/transfer/). In addition, students must submit a portfolio: https://arcd.ku.edu/undergraduate-admissions

Requirements

- Must have a 3.0+ cumulative GPA from previous institutions, including KU
- Complete online application (https://admissions.ku.edu/i-am/transfer/)
- Submit official transcripts to the KU Office of Admissions
- Submit portfolio : https://arcd.ku.edu/undergraduate-admissions

Transferring credits to KU

Utilize KU's credit transfer tool (http://credittransfer.ku.edu/) to learn more about how your courses may transfer to KU. Please note transfer studio courses with a grade of C+ or lower will not be accepted by the Department of Design for credit. Transfer general education courses with a grade of D+ or lower will not be accepted by the Department of Design for credit.

International Students

Admission to the Department of Design is selective and competitive. International students should apply through the Office of International Admissions: https://world.ku.edu/.

Requirements

- Total TOEFL iBT score of 79+ or Total IELTS score of 6.0+
- Must have at least a 3.0+ cumulative GPA on a 4.0 scale
- Complete Online Application (https://irua.ku.edu/apply/)
- Submit Portfolio : https://arcd.ku.edu/undergraduate-admissions

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Current KU Students (change of school)

Admission to the Department of Design is selective and competitive. Students must fill out the Change of School form (http://registrar.ku.edu/change-school/) and select their major. This form will serve as your application to the Department of Design. In addition, students must submit a portfolio (https://arcd.ku.edu/undergraddesignadmissions/).

Requirements

- Must have a 3.0+ cumulative GPA from previous institutions, including KU
- Complete Change of School Form: https://registrar.ku.edu/change-school
- Submit Portfolio: https://arcd.ku.edu/undergraduate-admissions

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Students Seeking Readmission and Non-Degree Seeking Students

Admission to the Department of Design is selective and competitive. If you've taken classes at KU before or wish to take a class that won't necessarily count toward a degree at KU, please follow these application instructions (https://admissions.ku.edu/apply/). If you have taken courses at another institution since attending KU, please follow the application process for transfer students (http://design.ku.edu/transfer/).

Requirements

- Complete the appropriate application to KU online (https://admissions.ku.edu/apply/).
- Applications are reviewed on a case-by-case basis. Some applicants may be asked to submit a portfolio for consideration.

Portfolio Requirement

All applicants must submit a portfolio to be considered for admission to the Department of Design.

Portfolios are submitted online through SlideRoom. Please select "Undergraduate Student - Portfolio Submission (https://kudesign.slideroom.com/)" from the directory. For technical support questions while submitting your online application, please contact support@slideroom.com.

The online portfolio submission includes the following requirements:

- **Media**: Please upload 10-15 images of your strongest creative works.
  - Please title each piece.
  - In the description, include the medium or software used, the size, date of completion, and a brief one to two sentence description.
  - In the case of documented professional or group projects, applicants should indicate personal responsibilities.
  - Your portfolio must include at least two mediums. Examples: sketches, drawings, paintings, ceramics, jewelry, 3-D pieces, logos, branding, publications/yearbook, posters or any art or design-related works.
  - Displaying a variety of work is essential; use your strongest pieces and good judgment.
- **Essay**: Why are you interested in studying design, what have you done to prepare, and how do you hope to use your degree?
  - To complete your application you must provide a response to the prompt.
  - Please limit your response to 200-250 words.

Questions?

If you have questions about your application to the Department of Design, please contact the admissions and recruitment team at arcd@ku.edu.

For technical support questions while submitting your online application through SlideRoom, please contact support@slideroom.com.

In order to earn the Bachelor of Fine Arts in Design degree, students must complete a total of 120 credit hours. At least 45 of those credit hours must be completed at the 300+ level. At least 30 credit hours must be completed through KU (also referred to as "taken in residence") to receive a degree from the department and KU.

To view the list of courses approved to fulfill Core 34, please visit the KU Core 34 page (https://catalog.ku.edu/core34/).

Animation

Code	Title	Hours
Core 34 General Education		**34**
FOUNDATION STUDIOS		
BDS 101	Design Thinking and Making	4
BDS 103	Drawing for Design	4
FILM MEDIA STUDIES		
FMS 100	Introduction to Film and Media	3
FMS 200	Film and Media Aesthetics	3
MAJOR STUDIOS		
ANIM 121	Drawing for Animation	4
ANIM 200	Introduction to Animation	4
ILLU 200	Introduction to Image Making	4
ANIM 210	Visual Development for Animation	4
ANIM 215	Second-Year Studio I: Media In Motion	4
ANIM 221	Animation Drawing Colloquium	1
ANIM 310	Second-Year Studio II: Principles of Story	4
ANIM 315	3D Foundations for Animation	4
ANIM 321	Anatomy and Figure Construction	3

ANIM 410	Studio Pre-Production	4
ANIM 415	Third-Year Studio I: Action Analysis	4
ANIM 420	Studio Production	4
ANIM 435	Third-Year Studio II: Dialogue and Acting	4
ANIM 450	Fourth-Year Studio II: Production and Post	4
Capstone Course		
ANIM 440	Fourth-Year Studio I: Pre-Production	4
DESIGN HISTORY AND THEORY		
ADS 340	History of Design	3
ADS 346	History of Animation	3
ADS 402	Visual Culture	3
HA 151	History of Western Art: Renaissance to Contemporary	
or HA 100	Introduction to Western Art History	
or HA 150	History of Western Art: Ancient Through Medieval	
PROFESSIONAL PRACTICE		
ANIM 445	Promotion and Marketing for Animation	3
ADS 455	Senior Show Seminar	1
ADS 320	KU Design Professional Lecture Series (1 hour course must complete 3 times for a total of 3 credit)	3
Total Hours		**120**

Illustration

The curriculum of the BFA in Design, Illustration centers on a carefully-sequenced pathway of unique studio courses that constitutes a four-year track to graduation from the fall semester of the year of a student's admission.

Code	Title	Hours
Core 34 General Education		**34**
FOUNDATION STUDIOS		
BDS 101	Design Thinking and Making	4
BDS 103	Drawing for Design	4
MAJOR STUDIOS		
VISC 301	Principles of Graphic Design	4
ANIM 200	Introduction to Animation	4
ILLU 200	Introduction to Image Making	4
ILLU 205	Drawing Media for Illustration I	4
ILLU 215	Illustration Second-Year Studio I	4
ILLU 310	Drawing Media for Illustration II	4
ILLU 320	Concept Art for Illustration I	4
ILLU 325	Concept Art for Illustration II	4
ILLU 330	Third-Year Studio I	4
ILLU 435	Third-Year Studio II	4
Capstone		
ILLU 455	Fourth-Year Studio I: Promotion and Marketing for Illustration	4
Professional Practice		
ILLU 465	Fourth-Year Studio II: Promotion and Marketing for Illustration II	4
ADS 450	Navigating the Creative and Legal Landscape	3
ADS 455	Senior Show Seminar	1

ADS 320	KU Design Professional Lecture Series (1 credit course must be completed 3 times for 3 credits total.)	3
Major Studio Electives Choose from the list		**8**
ANIM 121	Drawing for Animation	
ANIM 210	Visual Development for Animation	
ANIM 215	Second-Year Studio I: Media In Motion	
ANIM 221	Animation Drawing Colloquium	
VISC 310	Letterpress	
VISC 410	Digital Letterpress	
VISC 435	Book Arts	
VISC 415	Motion Design	
IXD 415	Emerging Technologies 1	
ADS 532	Study Abroad: _____	
ADS 533	Study Abroad Documentation	
ADS 531	Internship Credit	
ADS 560	Topics in Design: _____	
Any courses offered in Visual Art, including Visual Art (ART), Life Drawing (DRWG), Painting (PNTG), Printmaking (PRNT), Ceramics (CER), Expanded Media (EXM) , Sculpture (SCUL), Metalsmithing/Jewelry (METL), Textile Design (TD)		
VISUAL ART STUDIOS		
DRWG 213	Life Drawing I	3
or ANIM 121	Drawing for Animation	
PNTG 263	Painting I	3
ART/DESIGN HISTORY AND THEORY		
HA 151	History of Western Art: Renaissance to Contemporary	
or HA 100	Introduction to Western Art History	
or HA 150	History of Western Art: Ancient Through Medieval	
ADS 340	History of Design	3
ADS 348	History of Illustration	3
ADS 346	History of Animation	3
or ADS 345	History of Design II	
or ADS 402	Visual Culture	
Total Hours		**120**

Industrial Design

The curriculum of the BFA in Design, Industrial Design centers on a carefully-sequenced pathway of unique studio courses that constitutes a four-year track to graduation from the fall semester of the year of a student's admission.

Code	Title	Hours
Core 34 General Education		**34**
FOUNDATION STUDIOS		
BDS 101	Design Thinking and Making	4
BDS 103	Drawing for Design	4
MAJOR STUDIOS		
INDD 101	Introduction to Industrial Design	4
INDD 114	Drawing for Industrial Design I	4
INDD 210	Industrial Design Second-Year Studio I	4
INDD 214	Drawing for Industrial Design II	4
INDD 220	ID Second-Year Studio II	4

INDD 308	Materials and Processes	3
INDD 350	Computer-Aided Design	4
INDD 310	Industrial Design Third-Year Studio I	4
INDD 315	Human Factors and Ergonomics	4
INDD 325	Industrial Design Third-Year Studio II	4
INDD 425	Industrial Design Fourth-Year Studio II	4
Capstone Course		
INDD 410	Industrial Design Fourth-Year Studio I	4
PROFESSIONAL PRACTICE		
INDD 430	Industrial Design Portfolio	3
ADS 450	Navigating the Creative and Legal Landscape	3
ADS 455	Senior Show Seminar	1
ADS 320	KU Design Professional Lecture Series (1 credit course must be completed 3 times for 3 credits total.)	3
or INDD 320	Directed Readings in Industrial Design	
MAJOR STUDIO ELECTIVES select from the list		**12**
INDD 378	Problems in Industrial Design: _____	
INDD 380	Footwear Design Lab	
INDD 382	Digital Guitar Workshop	
INDD 384	Soft Goods Lab	
ADS 560	Topics in Design: _____	
ADS 531	Internship Credit	
ADS 532	Study Abroad: _____	
ADS 533	Study Abroad Documentation	
IXD 302	Fundamentals in UI/UX Design	
IXD 402	Interaction Design 2	
IXD 415	Emerging Technologies 1	
VISC 301	Principles of Graphic Design	
VISC 426	Experiential Design	
ART/DESIGN HISTORY AND THEORY		
HA 100	Introduction to Western Art History	
or HA 150	History of Western Art: Ancient Through Medieval	
or HA 151	History of Western Art: Renaissance to Contemporary	
ADS 340	History of Design	3
ADS 347	History of Industrial Design	3
ADS 345	History of Design II	3
or ADS 402	Visual Culture	
Total Hours		**120**

Interaction Design

BFA Design, Interaction Design (IxD), 120 credit hour, 4-year degree

Code	Title	Hours
Core 34 General Education		**34**
FOUNDATION STUDIOS		
BDS 101	Design Thinking and Making	4
BDS 103	Drawing for Design	4
MAJOR STUDIOS		
IXD 101	Introduction to Digital Design	4
VISC 101	Introduction to Visual Communication Design	4
VISC 202	Typography I	4
VISC 204	Visual Communication Second-Year Studio I	4

VISC 302	Typography II	4
VISC 304	Visual Communication Second-Year Studio II	4
IXD 302	Fundamentals in UI/UX Design	3
IXD 402	Interaction Design 2	4
IXD 404	Dataviz and Digital Storytelling	4
IXD 412	Interaction Design 3	4
IXD 414	Design Systems	4
IXD 415	Emerging Technologies 1	4
IXD 425	Emerging Technologies 2 (*)	4
IXD 432	Interaction Design 4	4
Capstone Course		
IXD 442	Interaction Design 5	4
DESIGN HISTORY AND THEORY		
ADS 340	History of Design	3
ADS 345	History of Design II	3
or ADS 346	History of Animation	
ADS 402	Visual Culture	3
HA 100	Introduction to Western Art History	
PROFESSIONAL PRACTICE		
IXD 430	Interaction Design Portfolio	3
ADS 450	Navigating the Creative and Legal Landscape	3
ADS 455	Senior Show Seminar (*)	1
ADS 320	KU Design Professional Lecture Series (Must be completed for 3 credits)	3
Major Studio Electives*		
ADS 531	Internship Credit	
ADS 532	Study Abroad: _____	
ADS 533	Study Abroad Documentation	
Total Hours		**120**

Work with Faculty and Academic Advisor for Internship or Study Abroad credits.

Visual Communication

The curriculum of the BFA in Design, Visual Communication Design centers on a carefully-sequenced pathway of unique studio courses that constitutes a four-year track to graduation from the fall semester of the year of a student's admission.

Code	Title	Hours
Core 34 General Education		**34**
FOUNDATION STUDIOS		
BDS 101	Design Thinking and Making	4
BDS 103	Drawing for Design	4
MAJOR STUDIOS		
VISC 101	Introduction to Visual Communication Design	4
IXD 101	Introduction to Digital Design	4
VISC 202	Typography I	4
VISC 204	Visual Communication Second-Year Studio I	4
VISC 302	Typography II	4
VISC 304	Visual Communication Second-Year Studio II	4
IXD 302	Fundamentals in UI/UX Design	3
VISC 402	Visual Communication Third-Year Studio II	4
VISC 405	Visual Communication Third-Year Studio I	4

VISC 465	Fourth-Year Studio I	4
Capstone Course		
VISC 470	Visual Communication Capstone	4
PROFESSIONAL PRACTICE		
VISC 430	Visual Communication Portfolio	3
ADS 450	Navigating the Creative and Legal Landscape	3
ADS 455	Senior Show Seminar	1
ADS 320	KU Design Professional Lecture Series (1 credit course must be completed 3 times for 3 credits total.)	3
MAJOR STUDIO ELECTIVES select from the list		**16**
VISC 310	Letterpress	
VISC 410	Digital Letterpress	
VISC 435	Book Arts	
VISC 440	Bookmaking	
VISC 414	Publication and Editorial	
VISC 415	Motion Design	
VISC 425	Environmental Graphics	
VISC 426	Experiential Design	
VISC 450	Typographic Universe	
IXD 402	Interaction Design 2	
IXD 404	Dataviz and Digital Storytelling	
IXD 412	Interaction Design 3	
IXD 414	Design Systems	
IXD 415	Emerging Technologies 1	
ADS 531	Internship Credit	
ADS 532	Study Abroad: _____	
ADS 533	Study Abroad Documentation	
ADS 560	Topics in Design: _____	
ART/DESIGN HISTORY AND THEORY		
ADS 340	History of Design	3
ADS 345	History of Design II	3
or ADS 346	History of Animation	
or ADS 347	History of Industrial Design	
ADS 402	Visual Culture	3
HA 100	Introduction to Western Art History	
or HA 150	History of Western Art: Ancient Through Medieval	
or HA 151	History of Western Art: Renaissance to Contemporary	
Total Hours		**120**

Sample 4-year plans for the Bachelor of Fine Arts in Design with the following concentrations can be found here: concentration in Animation (https://catalog.ku.edu/architecture/design/bfa/animation-conc/), concentration in Illustration (https://catalog.ku.edu/architecture/design/bfa/illustration-conc/), concentration in Industrial Design (https://catalog.ku.edu/architecture/design/bfa/industrial-design-conc/), concentration in Interaction Design (https://catalog.ku.edu/architecture/design/bfa/interaction-design-conc/), concentration in Visual Communication Design (https://catalog.ku.edu/architecture/design/bfa/visual-communication-design-conc/) or by using the left-side navigation.

At the completion of this program, students will be able to:

- Demonstrate function competence with principles of visual organization, including the ability to work with visual elements in two and three dimensional; color theory and its applications; and drawing.
- Demonstrate the ability to research, define, and communicate about problems, variables, parameters and requirements; conceptualize, prototype and evaluate alternatives; and test and refine solutions based on feedback.
- Demonstrate the ability to analyze works of art/design perceptively and to evaluate them critically.
- Demonstrate working knowledge of technologies and equipment applicable to there area(s) of specialization.
- Demonstrate achievement of professional work, entry-level competence in their major area of specialization.