

# BFA in Design with concentration in Illustration

## Bring Ideas to Life with Visual Storytelling

The Illustration program teaches creative students how to develop engaging visual and interactive experiences that inform, entertain, and inspire. Illustrators and animators illuminate ideas, enrich narratives, and build entire worlds through imaginative visual solutions. Students learn how to employ design fundamentals, problem-solving skills, and communication theory to develop an expert-level understanding of visual project development. Graduates of the KU Illustration program work in analog and digital media for publications, film and television, video games, motion graphics, fashion, advertising, and more.

The BFA in Design, Illustration degree consist of a carefully-arranged sequence of courses that follow a four-year track from the fall semester of a student's year of admission to the program. Studios are typically only available in either fall or spring semesters and cannot be compressed into an accelerated time frame.

### Year 1

Fall	Hours Spring	Hours
BDS 101 (Studio)	4 ILLU 200 (Studio)	4
BDS 103 (Studio)	4 ANIM 200 (Studio)	4
Core 34: English (SGE) <sup>010</sup>	3 DRWG 213 or ANIM 121 (Studio; ANIM 121 4 credits)	3
HA 151 (Core 34: Arts and Humanities (SGE)) <sup>060</sup>	3 Core 34: Math and Statistics (SGE) <sup>030</sup>	3
ADS 320	1 ADS 340	3
	<b>15</b>	<b>17</b>

### Year 2

Fall	Hours Spring	Hours
ILLU 205 (Studio)	4 ILLU 310	4
ILLU 215 (Studio)	4 VISC 301	4
ADS 348 (History of Illustration; Fall 2025)	3 PNTG 263	3
Core 34: English (SGE) <sup>010</sup>	3 Core 34: Natural and Physical Sciences (SGE) <sup>040</sup>	4
ADS 320	1 ADS 320	1
	<b>15</b>	<b>16</b>

### Year 3

Fall	Hours Spring	Hours
ILLU 330 (Studio)	4 ILLU 335 (Studio)	4
ILLU 320 (Studio)	4 ILLU 325 (Studio)	4
Core 34: Arts and Humanities (SGE) <sup>060</sup>	3 Core 34: Communications (SGE) <sup>020</sup>	3
Core 34: Social and Behavior Science (SGE) <sup>050</sup>	3 ADS 402 or 346 (ADS 346 Fall only)	3
	<b>14</b>	<b>14</b>

### Year 4

Fall	Hours Spring	Hours
ILLU 455 (Capstone Studio)	4 ILLU 465 (Studio)	4
Major Studio Elective	4 Major Studio Elective	4
ADS 450	3 ADS 455	1
Core 34: Social and Behavior Science (SGE) <sup>050</sup>	3 Core 34: US Culture (SGE) <sup>070</sup>	3
	Core 34: Global Culture (SGE) <sup>070</sup>	3
	<b>14</b>	<b>15</b>

### Total Hours 120

### Notes:

ADS 320: KU Design Professional Lecture Series: Three credit hours of ADS 320 are required.

### Major Studio Electives (8 Credits)

Code	Title	Hours
ANIM 121	Drawing for Animation	4
ANIM 210	Visual Development for Animation	4
ANIM 215	Second-Year Studio I: Media In Motion	4
ANIM 221	Animation Drawing Colloquium	1
VISC 310	Letterpress	4
VISC 410	Digital Letterpress	4
VISC 435	Book Arts	4
VISC 440	Bookmaking	4
VISC 415	Motion Design	4
IXD 415	Emerging Technologies 1	4
ADS 531	Internship Credit	1-6
ADS 532	Study Abroad: _____	3
ADS 533	Study Abroad Documentation	3
ADS 560	Topics in Design: _____	4

Any studios 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)

### Notes:

\* - This course is a Required major course and is also part of Core 34: Systemwide General Education. If this course is not taken to fulfill the Core 34:SGE requirement, it must be taken in place of elective hours.

\*\* - This course is a Recommended Core 34: Systemwide General Education course. This specific course is not required but is recommended by the program's faculty.

\*\*\* - This course is a Required Core 34: Systemwide General Education course. This program is approved by the Kansas Board of Regents to require this specific Core 34: Systemwide General Education course. If a student did not take this course it must be taken in addition to other degree requirements.