

# Bachelor of Fine Arts in Design

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The mission of the Department of Design is to seek 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.

Check out a selection of great student work:

- Illustration & Animation (<https://www.behance.net/KU-Illustration>)
- Industrial Design (<https://www.behance.net/ku-industrialdesign>)
- Photography (<https://www.behance.net/KU-Photography>)
- Visual Communication (Graphic Design) (<https://www.behance.net/KU-VisCom>)
- Outside of class projects: ([https://www.behance.net/KU\\_BlitzWorkshops](https://www.behance.net/KU_BlitzWorkshops)) Study Abroad, Workshops and Blitzes

The University of Kansas Department of Design is an accredited institutional member of the National Association of Schools of Art and Design (<https://nasad.arts-accredit.org>).

## Undergraduate Admissions

### Fall 2020 Admission Requirements

Admission requirements for the Department of Design have been updated for applicants applying for admission for fall 2020. Please consult our website if you are applying for admission for fall 2020:

**Incoming Freshmen:** <http://design.ku.edu/admission-requirements>

**Transfer Students:** <http://design.ku.edu/transfer>

**International Students:** <http://design.ku.edu/international-students>

**Current KU Students:** <http://design.ku.edu/current-ku-students>

**Students Seeking Readmission and Non-Degree Seeking Students:** <https://design.ku.edu/readmits-and-nondegree-seekers>

### Fall 2019 and Spring 2020 Admission Requirements

#### Incoming Freshmen

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>).

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#### Direct Admission

Please apply to KU by **Nov. 1** to be considered for direct admission to the Department of Design. Students must be admissible to KU by assured admission and meet **both** of these academic requirements:

- 24+ ACT (1160+ SAT) **and** 3.4+ GPA on a 4.0-point scale

#### Deadlines

- Must apply by **Nov. 1**

*Students who meet direct admission requirements do not submit a portfolio.*

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#### Admission by Review

Students who do not meet the direct admission criteria, or apply after Nov. 1, may be considered for admission by a review. Students must submit a portfolio (<http://design.ku.edu/PortfolioRequirements>) and meet at least **one** of these academic requirements:

- 24+ ACT (1160+ SAT) **or** 3.0+ GPA on a 4.0 scale
- Submit portfolio (<http://design.ku.edu/PortfolioRequirements>)

#### Deadlines

- Priority Deadline: **Nov. 1**
- Final Deadline: **Feb. 1**

*Portfolios are not reviewed until after the deadlines. Decision letters are sent one month after the deadline.*

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#### Application Deadlines

- **Nov. 1:** Direct Admission, Priority Consideration for Admission by Review, and University Scholarships (<https://admissions.ku.edu/tuition-scholarship/freshman>)
- **Feb. 1:** Final Consideration for Admission by Review

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#### Questions?

If you have any questions about your application to the Department of Design, please contact [design@ku.edu](mailto:design@ku.edu) (DESIGN@KU.EDU).

#### Transfer Students

Complete the online application by going to [admissions.ku.edu](https://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://design.ku.edu/PortfolioRequirements>).

#### Requirements

- Must have a 3.0+ cumulative GPA from previous institutions, including KU

- Complete online application (<https://admissions.ku.edu/transfer-requirements-deadlines/transfer-applying>)
- Submit official transcripts to the KU Office of Admissions (<https://admissions.ku.edu/transfer-requirements-deadlines/transfer-college-credits>)
- Submit portfolio (<https://design.ku.edu/PortfolioRequirements>)

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### Application Deadlines

- Spring 2019: **Oct. 1**
- Fall 2019: **Feb. 1**

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### 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.

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### Questions?

If you have any questions about your application to the Department of Design, please contact [design@ku.edu](mailto:design@ku.edu) (DESIGN@KU.EDU).

## International Students

International students should apply through the Office of International Recruitment and Undergraduate Admissions (<http://irua.ku.edu>). (<http://irua.ku.edu>)

### Requirements

- Total TOEFL iBT score of 70+ or Total IELTS score of 6.0+
- Must have at least a 3.0+ cumulative GPA on a 4.0-point scale
- Complete Online Application (<https://irua.ku.edu/apply>)
- Submit Portfolio (<https://design.ku.edu/PortfolioRequirements>)

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### Application Deadlines

- Spring 2019:
  - Transfer, Current KU Students, or Readmits - **Oct. 1**
- Fall 2019:
  - Incoming Freshmen - Deadline for Priority Consideration - **Nov. 1**
  - Incoming Freshmen - Deadline for Final Consideration - **Feb. 1**
  - Transfer, Current KU Students, or Readmits - **Feb. 1**

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### Questions?

If you have any questions about your application to the Department of Design please contact [design@ku.edu](mailto:design@ku.edu) (DESIGN@KU.EDU).

## Current KU Students

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://design.ku.edu/PortfolioRequirements>).

## Requirements

- Must have a 3.0+ cumulative GPA from previous institutions, including KU
- Complete Change of School Form (<http://registrar.ku.edu/change-school>)
- Submit Portfolio (<https://design.ku.edu/PortfolioRequirements>)

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### Application Deadlines

- Spring 2019: **Oct. 1**
- Fall 2019: **Feb. 1**

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### Questions?

If you have any questions about your application to the Department of Design, please contact [design@ku.edu](mailto:design@ku.edu) (DESIGN@KU.EDU).

## Students Seeking Readmission and Non-Degree Seeking Students

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/freshman-requirements-deadlines/applying-to-ku/readmits-nondegree-seekers>). 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 (<http://admissions.ku.edu/freshman-requirements-deadlines/applying-to-ku/readmits-nondegree-seekers>).
- Applications are reviewed on a case-by-case basis. Some applicants may be asked to submit a portfolio (<https://design.ku.edu/PortfolioRequirements>) for consideration.

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### Application Deadlines

- Spring 2019: **Oct. 1**
- Fall 2019: **Feb. 1**

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### Questions?

If you have any questions about your application to the Department of Design please contact [design@ku.edu](mailto:design@ku.edu) (DESIGN@KU.EDU).

## Portfolio Requirement

If you are an incoming freshman and meet our direct admission criteria (<https://design.ku.edu/admission-requirements>) and apply by Nov. 1, you do not need to submit a portfolio. All other 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](mailto: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.

Submit a Portfolio (<https://kudesign.slideroom.com/#/permalink/program/39465>)

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### Deadlines for Portfolio Submission

Please note that portfolio submissions are not reviewed until after the deadline. Decision letters are sent out approximately one month after the deadline.

- Spring 2019:
  - Transfer (<http://design.ku.edu/transfer>), Current KU Students (<http://design.ku.edu/current-ku-students>), or Readmits (<http://design.ku.edu/readmits-and-nondegree-seekers>) - **Oct. 1**
- Fall 2019:
  - Incoming Freshmen (<http://design.ku.edu/admission-requirements>) - Deadline for Priority Consideration - **Nov. 1**
  - Incoming Freshmen (<http://design.ku.edu/admission-requirements>) - Deadline for Final Consideration - **Feb. 1**
  - Transfer (<http://design.ku.edu/transfer>), Current KU Students (<http://design.ku.edu/current-ku-students>), or Readmits (<http://design.ku.edu/readmits-and-nondegree-seekers>) - **Feb. 1**

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### Questions?

If you have any questions about your application to the Department of Design please contact [design@ku.edu](mailto:design@ku.edu) (DESIGN@KU.EDU).

For technical support questions while submitting your online application, please contact [support@slideroom.com](mailto:support@slideroom.com).

## Design BFA Degree, Programs Offered

The Department of Design offers Bachelor of Fine Arts degree (BFA) in Design with concentrations in the following areas:

- Illustration & Animation
- Industrial Design
- Photography
- Visual Communication Design

Each of these concentrations is built upon 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. More information about the Design studio sequence is available at <https://design.ku.edu/design-studio-sequencing>.

Summaries of each of the concentrations of the Design BFA are listed below:

### Illustration and Animation

The Illustration & Animation program prepares students to develop and refine methodologies in image-making while acquiring an effective use of visual language and problem solving skills. Technical skills and techniques, as well as a refined understanding of composition, color, and value are developed through the introduction and exploration of traditional and contemporary media. Business and legal issues of the industry are addressed that prepare students for numerous professional options that include print media, book publishing, motion graphics, entertainment, gallery installation, fashion, toys and games, and surface design.

### Industrial Design

Graduates of KU's Industrial Design program are particularly attractive to potential employers because of our well-rounded and rigorous curriculum. Our students find career opportunities in a wide variety of disciplines including product design, furniture design, exhibit design, package design, human factors, design research and product planning. The variety of products and systems that fall within the potential scope of an industrial designer's work is extremely broad. Examples range from household appliances to aircraft interiors, furniture to major electronics equipment, transportation and vehicles, and myriad other product areas.

### Photography

The Photography program at the University of Kansas is dedicated to evaluating and redefining the medium of photography. Through in-depth instruction, students develop a diverse technical skill set, becoming proficient in both analog and digital practices. The program encourages a strong work ethic, and places emphasis on visual literacy. Graduates of the Photography program at the University of Kansas leave with exceptional visual communication skills, fully prepared to successfully engage in a wide range of possible careers in lens-based media.

### Visual Communication Design

Visual Communication Designers shape the information that everybody sees, uses and experiences. The Visual Communication Design program at KU prepares students for current professional demands and provides students with the fundamental design thinking, making and process skills required to build a rewarding career and facilitate life-long learning. Career options for visual communication designers include a wide range of areas such as traditional print media, magazine and book design, corporate marketing communications, branding, packaging design, exhibition and environmental design, motion graphic design, website design, interface design and more.

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## General Degree Requirements

### Total Hours Required for the Design BFA

In order to earn the Bachelor of Fine Arts in Design degree, students must complete a total of at least 120 credit hours. At least 45 of those credit hours must be in "junior/senior-level courses," which are numbered 300

and above. At least 30 credit hours must be in residence to receive a degree from the department and KU.

### Maximum Number of Applicable Activity Hours

Only three hours of activity and/or performance work (e.g. HSES 108 or BAND 210) will count toward the degree.

### Maximum Accepted Age of Studio Transfer Credit

Transfer courses with course codes ADS, BDS, ILLU, INDD, PHTO, and VISC will not be accepted to fulfill requirements in the Studio & Professional Requirements component of the Design BFA if they are older than three calendar years from the semester to which the student is admitted to the Department of Design.

### Remedial Courses

Remedial courses - those numbered below 100, such as MATH 2 - will not be counted toward the requirements of the Design BFA and may only serve only as prerequisites to other courses.

### Minimum Grades of Foundation Studies and Major Studies Courses

Special minimum grades are required for each course in the Foundation Studies and Major Studies requirements of the Design BFA and are generally prerequisite to one another. These minimum grades are documented each course's catalog description as well as at <https://design.ku.edu/minimum-grades>.

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## First-Year Checkpoint and Second-Year Checkpoint & Full Review

### First-Year Checkpoint

Beyond first-year studies, there are a maximum number of seats available for degree-seeking students each year. In order to arrive at an impartial means of entry to those seats, all first-year students majoring in Design are ranked according to their cumulative GPA. Enrollment for the second-year is completed during the spring advising and enrollment period (for the following fall term). In order to participate in the checkpoint, students must have completed BDS 101 and 103 (or their equivalents) with a grade of C or higher and be enrolled in (or have completed) spring-semester Foundation Studies courses unique to each concentration of Design at the time of spring advising and enrollment.

The maximum number of seats available for each concentration in Design is outlined below:

Illustration & Animation: 18 seats reserved for first-year students participating in the checkpoint, 2 seats reserved for transfer students admitted directly into second-year studios.

Industrial Design: 20 seats reserved for first-year students participating in the checkpoint, 2 seats reserved for transfer students admitted directly into second-year studios.

Photography: 18 seats reserved for first-year students participating in the checkpoint, 2 seats reserved for transfer students admitted directly into second-year studios.

Visual Communication Design: 36 seats reserved for first-year students participating in the checkpoint, 4 seats reserved for transfer students admitted directly into second-year studios.

### Second-Year Fall Semester Checkpoint & Full Review

Any student who fails to earn the minimum required grades in their second-year Major Studies courses will be unable to continue into the spring-semester major studies courses required for their intended concentration in Design. Such a student would not have the option of repeating any coursework and would need to transfer to another major.

After completing second-year spring-semester Major Studies courses, students are required to participate in a portfolio review that is organized according to each student's concentration in the Design BFA, as outlined below:

Illustration & Animation:

- Students are required to participate in a portfolio review of all course content produced in both fall and spring semester Illustration & Animation courses. The Illustration & Animation faculty use this review to determine if a student's work is at a satisfactory level. Supplemental to the grade portion of the Portfolio Review, students are also evaluated on attendance, work habits, attitude and the ability to listen and learn from constructive criticism.

Industrial Design:

- The Portfolio Review is of all projects produced in both the fall and spring semesters in Industrial Design courses: INDD 212, INDD 284 and INDD 302. The Industrial Design faculty use this review to determine if the student's work is at an above satisfactory level. Supplemental to the grade portion of the Portfolio Review, students are also evaluated on attendance, work habits, attitude, and the ability to listen and learn from constructive criticism.

Photography:

- The primary component of the review is the submission of a photographic portfolio (10-15 images) of work made over the course of the previous year. Each portfolio is evaluated by a faculty committee upon the following criteria: originality, treatment of form and composition, engagement with subject matter and medium, quality of ideas, technical ability, and craftsmanship. In addition to their portfolio, students are also evaluated on attendance, work habits, professionalism, participation, and GPA.

Visual Communication Design:

- The Portfolio Review is of all projects produced in both the fall and spring semesters in Visual Communication Design courses. The Visual Communication Design faculty use this review to determine if the students' work is at a satisfactory level. Supplemental to the grade portion of the Portfolio Review, students are also evaluated on attendance, work habits, attitude, and the ability to listen and learn from constructive criticism.

In addition to passing the Second-Year Full Review, students must earn or exceed the minimum required grades for their spring-semester Major Studies courses.

Students who fail to pass the Second-Year Full Review and/or fail to earn or exceed the minimum required grades for their spring-semester Major Studies courses do not have the option of repeating any Major Studies coursework and must transfer to another major.

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## Breadth of Study Requirements

### Written & Oral Communication

At least 12 credit hours of courses in written and oral communication are required of all Design students, consisting of:

Code	Title	Hours
ENGL 101	Composition	3
ENGL 102 or ENGL 105	Critical Reading and Writing Honors Introduction to English	3
Select one of the following:		3
ENGL 203	Topics in Reading and Writing: _____	
ENGL 205	Freshman-Sophomore Honors Proseminar: _____	
ENGL 209	Introduction to Fiction	
ENGL 210	Introduction to Poetry	
ENGL 211	Introduction to the Drama	
KU Core Goal GE22 (Oral Communication)		3

Students whose ACT/SAT/AP scores have exempted them from ENGL 101 or ENGL 102 will need to complete one or more additional General Elective courses in order to meet the minimum credit hour requirements of their degree. Students who earn credit for ENGL 101, 102, and/or 105 through AP or IB credit may be exempted from taking additional General Elective courses in some cases.

Students who are exempted from KU Core Goal GE22 will likewise need to complete an additional General Elective course in order to meet the minimum credit hour requirements of their degree.

### Historical Context

At least 12 credit hours of historical context courses will be required of all Design students, consisting of the following for students in the Illustration & Animation, Industrial Design, and Visual Communication Design concentrations of the Design BFA:

Code	Title	Hours
ADS 340	History and Philosophy of Design	3
HA Elective Course	See note below.	3
and Option I or Option II		6
Option I		
HA 150	History of Western Art: Ancient Through Medieval	
HA 151	History of Western Art: Renaissance to Contemporary	
Option II (Honors Students Only)		
HA 160	History of Western Art : Ancient Through Medieval, Honors	
HA 161	History of Western Art: Renaissance to Contemporary, Honors	

**Note:** A course to fulfill the HA Elective requirement can be any HA course except HA 100 and HA 300, which feature very similar material to HA 150/151 and HA 160/161.

Students in the Photography concentration of the Design BFA must complete the following instead:

Code	Title	Hours
HA 100	Introduction to Western Art History	3
ADS 340	History and Philosophy of Design	3

HA 380	History of Photography	3
HA 567	Contemporary Art (or HA 566)	3

### Social Responsibility & Ethics

All Design students must complete **ADS 401** to fulfill KU Core Goal AE51 (Social Responsibility & Ethics).

Code	Title	Hours
ADS 401	The Victor Papanek Memorial Course on Design Ethics	3

### Other KU Core

All Design students must complete the KU Core. KU Core goals not otherwise fulfilled by courses required for the Written & Oral Communication requirement, Historical Context requirement, and Social Responsibility & Ethics requirement are listed below:

Code	Title	Hours
KU Core Goal GE12 (Quantitative Literacy)		3
KU Core Goal GE3N (Natural Science)		3
KU Core Goal GE3S (Social Science)		3
KU Core Goal AE41 (Human Diversity)		3
KU Core Goal AE61 (Integration & Creativity): Fulfilled by ILLU 535, INDD 580, PHTO 500, or VISC 530)		3-4

Please consult [classes.ku.edu](http://classes.ku.edu) and an academic advisor to explore course options to fulfill these KU Core goals.

Students whose ACT/SAT/AP scores have exempted them any of these KU Core Goals will need to complete one or more additional General Elective courses in order to meet the minimum credit hour requirements of their degree. Students who earn credit for any of these KU Core goals through AP or IB credit may be exempted from taking additional General Elective courses in some cases.

### Academic Concentration

All students in Design must complete at least 3 courses at the 300+ level in the same topic or subject area beyond the Departments of Design and Visual Art. Suggested courses and more information is available at <http://design.ku.edu/academic-concentration-requirement>.

Code	Title	Hours
Academic Concentration Course	See note above.	3
Academic Concentration Course	See note above.	3
Academic Concentration Course	See note above.	3

### General Electives

All students in Design must complete General Elective courses to meet the minimum total credit hours required for their degree. Students completing the Illustration & Animation, Industrial Design, and Visual Communication Design concentrations of the Design BFA must complete 6 credit hours of General Electives:

Code	Title	Hours
General Elective Course	See note above.	3
General Elective Course	See note above.	3

Students completing the Photography concentration of the Design BFA must instead complete 9 credit hours of General Electives:

Code	Title	Hours
General Elective Course	See note above.	3
General Elective Course	See note above.	3
General Elective Course	See note above.	3

## Studio & Professional Requirements

The curriculum of the Design BFA centers on a carefully-sequenced pathway of studio courses and professional studies. This sequence is unique for each of the four concentrations of the Design BFA, and is outlined below:

### Illustration & Animation

#### Foundation Studies

Code	Title	Hours
BDS 101	Design Thinking and Making	3
BDS 103	Drawing for Design	3
ILLU 200	Foundations in Image Making	3
VISC 200	Foundations in Typography	3

#### Major Studies

Code	Title	Hours
ILLU 205	Drawing Media for Illustration	3
ILLU 315	Introduction to Illustration	3
ILLU 405	Drawing Media for Illustration II	3
ILLU 410	Fundamentals of Animation	4
ILLU 415	Illustration Concepts	3
ILLU 425	Concept Art	3
ILLU 435	Sequential and Narrative Illustration	4
ILLU 445	Advanced Concept Art	3
ILLU 510	Animation <sup>Will be 4 credit hours effective fall 2022.</sup>	3
ILLU 535	Promotion and Marketing for Illustration <sup>Will be 3 credit hours effective fall 2022.</sup>	4
ILLU 545	Promotion & Marketing for Illustration II	4

#### Supplementary Studies

Code	Title	Hours
DRWG 213	Life Drawing I	3
PNTG 263	Painting I	3
PHTO 200	Foundations in Photography (or PHTO Elective)	3

#### Professional Studies

Code	Title	Hours
ADS 320	Hallmark Symposium Series (Must be successfully taken 4 times.)	4

6 credit hours from the options below:

ADS 411	Design Trends and Forecasting	
ADS 531	Internship Credit	
ADS 532	Study Abroad: _____	
ADS 533	Study Abroad Documentation	
ADS 560	Topics in Design: _____	
ADS 580	Special Problems in Design	
VISC 310	Letterpress	

VISC 410	Digital Letterpress	
Studio Elective	See note below.	

**Note for the Professional Studies requirement of the Illustration & Animation concentration of the Design BFA:** A Studio Elective can be any studio course in the Departments of Design, Architecture, or Visual Art at the 300+ level.

## Industrial Design

### Foundation Studies

Code	Title	Hours
BDS 101	Design Thinking and Making	3
BDS 103	Drawing for Design	3
INDD 200	Foundations in Industrial Design	3
INDD 212	Drawing for Industrial Design I	3

### Major Studies

Code	Title	Hours
INDD 284	Basic Industrial Design Studio	3
INDD 312	Drawing for Industrial Design II	3
INDD 302	Intermediate Industrial Design Studio	3
INDD 508	Materials and Processes	3
INDD 446	Advanced Industrial Design Studio	3
INDD 510	Human Factors and Ergonomics	3
INDD 448	Professional Industrial Design Studio Practices	3
INDD 555	Portfolio	3
INDD 580	Senior Industrial Design Studio <sup>Will be 4 credit hours effective fall 2022.</sup>	3
INDD 581	Senior Industrial Design Studio II	3

### Supplementary Studies

Code	Title	Hours
ADS 325	Design Thinking & Research Methodologies	3
ADS 300	Foundations in Interaction Design	3
VISC 200	Foundations in Typography	3

### Professional Studies

Code	Title	Hours
ADS 320	Hallmark Symposium Series (or INDD 320 in exceptional circumstances. Must be taken 4 times.)	4

9 credit hours from the options below:

ADS 411	Design Trends and Forecasting	
ADS 531	Internship Credit	
ADS 532	Study Abroad: _____	
ADS 533	Study Abroad Documentation	
ADS 560	Topics in Design: _____	
ADS 580	Special Problems in Design	
INDD 378	Problems in Industrial Design: _____	
Studio Elective	See note below.	

**Note for the Professional Studies requirement of the Industrial Design concentration of the Design BFA:** A Studio Elective can be any

studio course in the Departments of Design, Architecture, or Visual Art at the 300+ level.

## Photography

### Foundation Studies

Code	Title	Hours
BDS 101	Design Thinking and Making	3
PHTO 101	Fundamentals of Photography (or course for KU Core Goal GE3H. See note below.)	3
PHTO 200	Foundations in Photography	3
PHTO 210	Understanding Photographs	3

Note regarding PHTO 101 requirement: Exemption from PHTO 101 only at the discretion of the Department of Design. Contact our advisor to learn more.

### Major Studies

Code	Title	Hours
PHTO 303	Photography I	4
PHTO 304	Photography II	4
PHTO 313	Lighting Studio	3
PHTO 314	The Moving Image	3
PHTO 315	Experimental Processes	3
PHTO 316	Professional Practices	3
PHTO 400	Junior Seminar	3
PHTO 450	Senior Seminar	3
PHTO 500	Portfolio and Thesis	4

### Supplementary Studies

Code	Title	Hours
VISC 200	Foundations in Typography	3
Studio Elective	See note below.	3
Studio Elective	See note below.	3
Studio Elective	See note below.	3
Studio Elective	See note below.	3

**Note for the Supplementary Studies requirement of the Photography concentration of the Design BFA:** Studio Elective options are outlined at <http://design.ku.edu/studio-electives/photography>.

### Professional Studies

Code	Title	Hours
ADS 320	Hallmark Symposium Series (Must be taken 3 times.)	3

One of the following courses:

ADS 411	Design Trends and Forecasting
ADS 531	Internship Credit
ADS 533	Study Abroad Documentation

## Visual Communication Design

### Foundation Studies

Code	Title	Hours
BDS 101	Design Thinking and Making	3
BDS 103	Drawing for Design	3
VISC 200	Foundations in Typography	3
ILLU 200	Foundations in Image Making	3

### Major Studies

Code	Title	Hours
VISC 202	Elements of Typography	3
VISC 204	Principles of Visual Communication	3
VISC 302	Typographic Systems	3
VISC 304	Designing Understanding	3
VISC 402	Designer as Author	3
VISC 520	Designing for Change	4
VISC 530	Portfolio <sup>Will be 4 credit hours effective fall 2022.</sup>	3

### Supplementary Studies

Code	Title	Hours
ADS 325	Design Thinking & Research Methodologies	3
ADS 300	Foundations in Interaction Design	3

### Professional Studies

Code	Title	Hours
ADS 320	Hallmark Symposium Series (Must be successfully taken 4 times.)	4

21 credit hours from the options below:

ADS 411	Design Trends and Forecasting
ADS 531	Internship Credit
ADS 532	Study Abroad: _____
ADS 533	Study Abroad Documentation
ADS 560	Topics in Design: _____
ADS 580	Special Problems in Design
VISC 310	Letterpress
VISC 410	Digital Letterpress
VISC 414	Publication and Editorial
VISC 435	Book Arts
VISC 440	Bookmaking
Studio Elective	See note below.

**Note for the Professional Studies requirement of the Visual Communication Design concentration of the Design BFA:** A Studio Elective can be any studio course in the Departments of Design, Architecture, or Visual Art at the 300+ level.