

Bachelor of Fine Arts in Design

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 Design (<https://www.behance.net/KU-VisCom/>)
- Outside of class projects: (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/>) (NASAD).

Undergraduate Admissions Requirements

Incoming 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/freshman-requirements-deadlines/>) by assured admission or individual review according to the following criteria: 21+ ACT (1060+ SAT) **and** 3.25+ GPA

or

24+ ACT (1160+ SAT) **and** 3.0+ GPA

Portfolio:

- Required for all applicants.
- 10-15 images of creative work and a brief essay question.
- Learn more and submit a portfolio here (<https://arcd.ku.edu/undergraddesignadmissions/>).

Application Deadlines:

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

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

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/undergraddesignadmissions/>).

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 (<https://admissions.ku.edu/transfer-requirements-deadlines/transfer-college-credits/>)
- Submit portfolio (<https://arcd.ku.edu/undergraddesignadmissions/>)

Application Deadlines

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

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 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://arcd.ku.edu/undergraddesignadmissions/>)

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**

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 (<http://registrar.ku.edu/change-school/>)
- Submit Portfolio (<https://arcd.ku.edu/undergraddesignadmissions/>)

Application Deadlines

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

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 (<https://arcd.ku.edu/undergraddesignadmissions/>) for consideration.

Application Deadlines

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

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 our Admissions Coordinator, Joan Weaver, at jweaver@ku.edu or **785-864-3167**.

For technical support questions while submitting your online application through Slideroom, please contact 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 center 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. More information about the Design studio sequence is available at <https://arcd.ku.edu/policies-and-resources/>.

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.

General Degree Requirements

Total Credit 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 completed at the 300+ level (also referred to as "junior/senior" 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.

Maximum Number of Applicable Activity Credit 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 Required Grades for Foundation Studies and Major Studies Courses

Specific minimum grades are required for each course in the Foundation Studies and Major Studies requirements of the Design BFA. Failure to

meet these minimum grade requirements can result in an extended track to graduation or prohibition from continuing in a student's concentration in the Design BFA. These minimum grades are documented each course's catalog description as well as at <https://arcd.ku.edu/minimum-grades-sequenced-courses/>.

Minimum GPA Required to graduate from the Design BFA

Students must earn or exceed a 2.0 KU Cumulative Graduation GPA in order to be eligible to graduate from any concentration in the Design BFA.

Second Year Full Review

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 to continue in the studio sequence for their concentration of the Design BFA.

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 change their major.

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 <small>Fulfills KU Core Goal GE21 (Written Communication)</small>	3
ENGL 102	Critical Reading and Writing <small>Fulfills KU Core Goal GE21 (Written Communication)</small>	3
or ENGL 105	Honors Introduction to English	
Select one of the following: <small>Fulfills KU Core Goal GE11 (Critical Thinking)</small>		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
Total Hours		12

Students whose ACT/SAT/AP scores have exempted them from ENGL 101 and/or ENGL 102 may need to complete 3-6 credit hours of 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 those 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
HA 150	History of Western Art: Ancient Through Medieval <small>Fulfills KU Core Goal AE42 (Global Awareness)</small>	3
or HA 160	History of Western Art : Ancient Through Medieval, Honors	
HA 151	History of Western Art: Renaissance to Contemporary <small>Fulfills KU Core Goal GE3H (Arts & Humanities)</small>	3
or HA 161	History of Western Art: Renaissance to Contemporary, Honors	
ADS 340	History and Philosophy of Design	3
HA Elective Course	<small>See note below.</small>	3
Total Hours		12

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 <small>Fulfills KU Core Goal AE42 (Global Awareness)</small>	3
ADS 340	History and Philosophy of Design	3
HA 380	History of Photography	3
HA 567	Contemporary Art (or HA 566)	3
Total Hours		12

Social Responsibility & Ethics

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

Code	Title	Hours
ADS 401	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 520)		4

Please consult classes.ku.edu (<https://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 9 credit hours at the 300+ level in the same general topic or subject area beyond the Departments of Design and Visual Art. The credit hours for the Academic Concentration requirement cannot also fulfill other requirements of the Design BFA. Suggested courses and more information is available at <https://arcd.ku.edu/academic-concentration-requirement> (<https://arcd.ku.edu/academic-concentration-requirement/>).

Code	Title	Hours
Academic Concentration Course	<small>See note above.</small>	3
Academic Concentration Course	<small>See note above.</small>	3

Academic Concentration Course	See note above.	3
Total Hours		9

General Electives

Students completing the **Illustration & Animation** concentration of the Design BFA must complete 3 credit hours of General Elective coursework in order to meet the minimum total credit hours required for their degree.

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

Students completing the **Industrial Design** concentration of the Design BFA must complete 6 credit hours of General Elective coursework in order to meet the minimum total credit hours required for their degree:

Code	Title	Hours
General Elective Course	See note above.	3
General Elective Course	See note above.	3
Total Hours		6

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
Total Hours		9

Students completing the **Visual Communication Design** concentration of the Design BFA are not required to complete General Elective courses in order to meet the minimum total credit hours of their degree.

Illustration & Animation

Studio & Professional Requirements

The curriculum of the Design BFA 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. More information about our studio sequence is available at <https://arcd.ku.edu/policies-and-resources> (<https://arcd.ku.edu/policies-and-resources/>). Required courses for the Studio & Professional Requirements of the Illustration & Animation concentration of the Design BFA are as follows:

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
Total Hours		12

MAJOR STUDIES

Code	Title	Hours
ILLU 205	Drawing Media for Illustration I	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 <small>This course will be worth 4 credits instead of 3 effective fall 2023.</small>	4
ILLU 425	Concept Art	3
ILLU 435	Sequential and Narrative Illustration <small>ILLU 435 will be worth 3 credit hours for spring 2022 and spring 2023, but will return to being worth 4 credit hours effective spring 2024.</small>	4
ILLU 445	Advanced Concept Art	3
ILLU 510	Advanced Animation	4
ILLU 535	Promotion and Marketing for Illustration I	3
ILLU 545	Promotion and Marketing for Illustration II	4
Total Hours		38

SUPPLEMENTARY STUDIES

Code	Title	Hours
DRWG 213	Life Drawing I	3
PNTG 263	Painting I	3
PHOTO 200	Foundations in Photography: Digital (or PHOTO 101 or PHOTO 205 or PHOTO 210)	3
Total Hours		9

PROFESSIONAL STUDIES

Code	Title	Hours
ADS 320	KU Design Symposium (Must be successfully completed 4 times.)	4
or ADS 321	KU Design Symposium Alternative	
6 credit hours from the options below:		6
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.	
Total Hours		10

Note: A Studio Elective can be any studio course in the Departments of Design, Architecture, or Visual Art at the 300+ level.

Industrial Design

Studio & Professional Requirements

The curriculum of the Design BFA 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. More information about our studio sequence is available at <https://arcd.ku.edu/policies-and-resources> (<https://arcd.ku.edu/policies-and-resources/>). Required courses for the Studio & Professional Requirements of the Industrial Design concentration of the Design BFA are as follows:

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
Total Hours		12

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	4
INDD 308	Materials and Processes	3
INDD 446	Advanced Industrial Design Studio <small>Will be worth 4 credit hours instead of 3 effective fall 2023.</small>	4
INDD 510	Human Factors and Ergonomics	3
INDD 448	Professional Industrial Design Studio Practices <small>Will be worth 4 credit hours instead of 3 effective spring 2024.</small>	4
INDD 555	Portfolio	3
INDD 580	Senior Industrial Design Studio	4
INDD 581	Senior Industrial Design Studio II	4
Total Hours		35

SUPPLEMENTARY STUDIES

Code	Title	Hours
ADS 325	Design Thinking & Research Methodologies	3
INDD 350	Computer-Aided Design	3
Total Hours		6

PROFESSIONAL STUDIES

Code	Title	Hours
ADS 320	KU Design Symposium (Must be successfully completed 4 times.)	4
or ADS 321	KU Design Symposium Alternative	
9 credit hours from the options below:		9
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	<small>See note below.</small>	
Total Hours		13

Note: A Studio Elective can be any studio course in the Departments of Design, Architecture, or Visual Art at the 300+ level.

Photography

Studio & Professional Requirements

The curriculum of the Design BFA 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. More information about our studio sequence is available at <https://arcd.ku.edu/policies-and-resources> (<https://arcd.ku.edu/policies-and-resources/>). Required courses for the Studio & Professional Requirements of the Photography concentration of the Design BFA are as follows:

FOUNDATION STUDIES

Code	Title	Hours
BDS 101	Design Thinking and Making	3
PHTO 101	Fundamentals of Photography <small>or other course for KU Core Goal GE3H (Arts & Humanities)</small>	3
PHTO 200	Foundations in Photography: Digital	3
or PHTO 205	Foundations in Photography: Darkroom	
PHTO 210	Understanding Photographs	3
Total Hours		12

MAJOR STUDIES

Code	Title	Hours
PHTO 303	Photography I: View Camera	4
PHTO 304	Photography II: Color Digital	4
PHTO 305	Photography III: The Moving Image	4
PHTO 400	Junior Seminar <small>This course will be worth 4 credit hours effective spring 2024.</small>	4
PHTO 450	Senior Seminar <small>This course will be worth 4 credit hours effective fall 2024.</small>	4
PHTO 500	Portfolio and Thesis	4
Total Hours		24

MAJOR STUDIES ELECTIVES

Code	Title	Hours
Students must select any two of the listed courses:		6
PHTO 313	Lighting Studio	
PHTO 315	Experimental Processes	
PHTO 360	The Photobook	
PHTO 560	Special Topics in Photography: _____	
Total Hours		6

SUPPLEMENTARY STUDIES

Code	Title	Hours
Studio Elective	<small>See note below.</small>	3
Studio Elective	<small>See note below.</small>	3
Studio Elective	<small>See note below.</small>	3
Studio Elective	<small>See note below.</small>	3
Total Hours		12

Note: Consult the your academic advisor to explore options for this requirement!

PROFESSIONAL STUDIES

Code	Title	Hours
ADS 320	KU Design Symposium (Must be successfully completed 3 times.)	3
or ADS 321	KU Design Symposium Alternative	
PHTO 316	Professional Practices	3
One of the following courses:		3
ADS 411	Design Trends and Forecasting	
ADS 531	Internship Credit	
ADS 533	Study Abroad Documentation	
Total Hours		9

Visual Communication

Studio & Professional Requirements

The curriculum of the Design BFA 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. More information about our studio sequence is available at <https://arcd.ku.edu/policies-and-resources> (<https://arcd.ku.edu/policies-and-resources/>). Required courses for the Studio & Professional Requirements of the Illustration & Animation concentration of the Design BFA are as follows:

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
Total Hours		12

MAJOR STUDIES

Code	Title	Hours
VISC 202	Elements of Typography	3
VISC 204	Principles of Visual Communication	3
VISC 302	Typographic Systems	4
VISC 304	Designing Understanding	4
VISC 402	Designer as Author <small>Will be worth 4 credit hours effective spring 2024.</small>	4
VISC 404	Designing for Social Interactions <small>Will be worth 4 credit hours effective fall 2023.</small>	4
VISC 405	Designing Brand Identity	4
VISC 520	Designing for Change	4
VISC 525	Senior Problems	4
Total Hours		34

SUPPLEMENTARY STUDIES

Code	Title	Hours
ADS 325	Design Thinking & Research Methodologies	3
ADS 300	Foundations in Interaction Design	3
VISC 530	Portfolio <small>Will be worth 1 credit hour effective spring 2024.</small>	1
Total Hours		7

PROFESSIONAL STUDIES

Code	Title	Hours
ADS 320	KU Design Symposium (Must be successfully completed 7 times.)	7
or ADS 321	KU Design Symposium Alternative	
12 credit hours from the options below:		12
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 360	The Photobook	
VISC 410	Digital Letterpress	
VISC 414	Publication and Editorial	
VISC 435	Book Arts	
VISC 440	Bookmaking	
Studio Elective <small>See note below.</small>		
Total Hours		19

Note: A Studio Elective can be any studio course in the Departments of Design, Architecture, or Visual Art at the 300+ level.

Each of the four concentrations of the Design BFA 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. On the sample graduation plans for each concentration as outlined below, sequenced courses are marked with an (S) and must be taken in the listed order. Such courses are only available in either fall or spring semesters and cannot be compressed into an accelerated time frame.

Students should note the **Second-Year Full Review** and the **minimum required grades for sequenced courses**. These policies may affect a student's track to graduation, pending academic performance. Each of these policies is outlined under the "Degree Requirements" tab on this page.

The plans below are samples. Non-sequenced requirements of the degree can be fulfilled prior to admission to the Department of Design, and/or may be taken during summer semesters. Students should work with their academic advisor to ensure proper enrollment.

Illustration & Animation

Year 1

Fall	Hours Spring	Hours
BDS 101 (S)	3 ILLU 200 (S)	3
BDS 103 (S)	3 VISC 200 (S)	3
HA 150 or 160	3 ADS 340 (S)	3
ENGL 101	3 DRWG 213	3
KU Core Goal GE3S (Social Science) <small>Any course that fulfills KU Core Goal GE3S.</small>	3 ENGL 102 or 105	3

	ADS 320 ^{Four semesters of ADS 320 required for the Illustration & Animation concentration of the Design BFA.}	1
15		16
Year 2		
Fall	Hours Spring	Hours
ILLU 205 (S)	3 ILLU 405 (S)	3
ILLU 315 (S)	3 ILLU 410 (S) ^{Worth 4 credit hours instead of 3 effective spring 2023.}	4
PNTG 263	3 PHTO Elective Requirement ^{PHTO 101, 200, or 210.}	3
HA Elective Requirement ^{Any HA course except HA 100/150/151/160/161/300}	3 HA 151 or 160	3
ENGL 203, 205, 209, 210, or 211 ^{Also fulfills KU Core Goal GE11.}	3 KU Core Goal GE12 (Quantitative Literacy) ^{Any course that fulfills KU Core Goal GE12.}	3
ADS 320: KU Design Lecture Series ^{Four semesters of ADS 320 are required for the Illustration & Animation concentration of the Design BFA.}	1 ADS 320: KU Design Lecture Series ^{Four semesters of ADS 320 are required for the Illustration & Animation concentration of the Design BFA.}	1
16		17
Year 3		
Fall	Hours Spring	Hours
ILLU 415 (S) ^{Worth 4 credit hours instead of 3 effective fall 2023.}	4 ILLU 435 (S) ^{Worth 4 credit hours instead of 3 effective spring 2024.}	4
ILLU 425 (S)	3 ILLU 445 (S)	3
ADS 401	3 Professional Studies Requirement ^{See note below**}	3
KU Core Goal AE41 (Human Diversity) ^{Any course that fulfills KU Core Goal AE41.}	3 Academic Concentration Requirement ^{See note below*}	3
ADS 320: KU Design Lecture Series ^{Four semesters of ADS 320 required for the Illustration & Animation concentration of the Design BFA.}	1 KU Core Goal GE22 (Oral Communication) ^{Fulfilled by any course that fulfills KU Core Goal GE22.}	3
14		16
Year 4		
Fall	Hours Spring	Hours
ILLU 510 (S) ^{Worth 4 credit hours instead of 3 effective fall 2022.}	4 ILLU 545 (S)	4
ILLU 535 (S) ^{Worth 3 credit hours instead of 4 effective fall 2022.}	3 Professional Studies Requirement ^{See note below**}	3
Academic Concentration Requirement ^{See note below*}	3 Academic Concentration Requirement ^{See note below*}	3
KU Core Goal GE3N (Natural Science) ^{Any course that can fulfill KU Core Goal GE3N. No lab required.}	3 General Elective Requirement ^{Any course that the student hasn't already taken unless repeatable for credit.}	3
13		13
Total Hours 120		

Industrial Design

Year 1

Fall	Hours Spring	Hours
BDS 101 (S)	3 INDD 200 (S)	3
BDS 103 (S)	3 INDD 212 (S)	3
ADS 325	3 ADS 340 (S)	3
HA 150 or 160	3 ENGL 102 or 105	3
ENGL 101	3 KU Core Goal GE12 (Quantitative Literacy) ^{Any course that fulfills KU Core Goal GE12. LA&S 108, FIN 101, or MATH 101 are recommended.}	3
	ADS 320 ^{Four semesters of ADS 320 are required for the Industrial Design concentration of the Design BFA.}	1
15		16

Year 2

Fall	Hours Spring	Hours
INDD 284 (S)	3 INDD 302 (S) ^{Worth 4 credit hours instead of 3 effective spring 2023.}	4
INDD 312 (S)	3 INDD 308	3
HA Elective Requirement ^{Any HA course except HA 100/150/151/160/161/300}	3 HA 151 or 161	3
KU Core Goal GE3N (Natural Science) ^{Any course that fulfills KU Core Goal GE3N. No lab required.}	3 KU Core Goal GE22 (Oral Communication) ^{Any course that fulfills KU Core Goal GE22.}	3
ENGL 203, 205, 209, 210, or 211 ^{Fulfills KU Core Goal GE11.}	3 ADS 320: KU Design Lecture Series ^{Four semesters of ADS are required for the Industrial Design concentration of the Design BFA.}	1
ADS 320: KU Design Lecture Series ^{Four semesters of ADS 320 are required for the Industrial Design concentration of the Design BFA.}	1	
16		14

Year 3

Fall	Hours Spring	Hours
INDD 446 (S) ^{Worth 4 credit hours instead of 3 effective fall 2023.}	4 INDD 448 (S) ^{Worth 4 credit hours instead of 3 effective spring 2024.}	4
INDD 350: Computer-Aided Design (S)	3 INDD 555 (S)	3
INDD 510 (S)	3 Professional Studies Requirement ^{See note below**}	3
ADS 401 (S)	3 KU Core Goal AE41 (Human Diversity) ^{Any course that fulfills KU Core Goal AE41.}	3
KU Core Goal GE3S (Social Science) ^{Any course that fulfills KU Core Goal GE3S.}	3 Academic Concentration Requirement ^{See note below*}	3

ADS 320: KU Design Lecture Series ^{Four semesters of ADS 320 are required for the Industrial Design concentration of the Design BFA.}	1
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17 16

Year 4

Fall	Hours	Spring	Hours
INDD 580 (S) ^{Worth 4 credit hours instead of 3 effective fall 2022.}	4	INDD 581 (S) ^{Worth 4 credit hours instead of 3 effective spring 2023.}	4
Professional Studies Requirement ^{See note below**}	3	Professional Studies Requirement ^{See note below**}	3
Academic Concentration Requirement ^{See note below*}	3	Academic Concentration Requirement ^{See note below**}	3
General Elective Requirement ^{Any course that the student has not already taken unless repeatable for credit.}	3	General Elective Requirement ^{Any course that the student has not already taken unless repeatable for credit.}	3
13		13	

Total Hours 120

Photography

Year 1

Fall	Hours	Spring	Hours
BDS 101 (S)	3	PHTO 200 or 205 (S)	3
PHTO 101 (S)	3	PHTO 210 (S)	3
HA 100	3	ADS 340 (S)	3
ENGL 101	3	ENGL 102 or 105	3
KU Core Goal GE12 (Quantitative Literacy) ^{Any course that fulfills KU Core Goal GE12. LA&S 108, FIN 101, or MATH 101 are recommended.}	3	KU Core Goal GE22 (Oral Communication) ^{Any course that fulfills KU Core Goal GE22.}	3
		ADS 320 ^{Three credit hours of ADS 320 are required for the Photography concentration of the Design BFA.}	1
15		16	

Year 2

Fall	Hours	Spring	Hours
PHTO 303 (S)	4	PHTO 304 (S)	4
HA 380 (S)	3	HA 567 (S)	3
Studio Elective Requirement ^{See note below***}	3	Studio Elective Requirement ^{See note below***}	3
KU Core Goal GE3S (Social Science) ^{Any course that fulfills KU Core Goal GE3S.}	3	KU Core Goal GE3N (Natural Science) ^{Any course that fulfills KU Core Goal GE3N. No lab required.}	3
ENGL 203, 205, 209, 210, or 211 ^{Fulfills KU Core Goal GE11.}	3	General Elective Requirement ^{Any course that the student hasn't already taken unless repeatable for credit..}	3

ADS 320: KU Design Lecture Series ^{Three credit hours of ADS 320 are required for the Photography concentration of the Design BFA.}	1
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16 17

Year 3

Fall	Hours	Spring	Hours
PHTO 305: Photography III (S)	4	PHTO 400 (S) ^{Worth 4 credit hours instead of 3 effective fall 2023.}	4
Major Studies Elective Requirement ^{See note below****}	3	PHTO 316 ^{May be taken in spring of the Third or Fourth Year.}	3
ADS 401	3	Major Studies Elective Requirement ^{See note below****}	3
Academic Concentration Requirement ^{See note below*}	3	Academic Concentration Requirement ^{See note below*}	3
KU Core Goal AE41 (Human Diversity) ^{Any course that fulfills KU Core Goal AE41.}	3	ADS 320: KU Design Lecture Series ^{Three semesters of ADS 320 are required for the Photography concentration of the Design BFA.}	1

16 14

Year 4

Fall	Hours	Spring	Hours
PHTO 450 (S) ^{Worth 4 credit hours instead of 3 effective fall 2024.}	4	PHTO 500 (S)	4
Studio Elective Requirement ^{See note below***}	3	Professional Studies Requirement ^{See PHTO-specific note below*****}	3
Academic Concentration Requirement ^{See note below*}	3	Studio Elective Requirement ^{See note below***}	3
General Elective Requirement ^{Any course that the student hasn't already taken unless repeatable for credit.}	3	General Elective Requirement ^{Any course that the student hasn't already taken unless repeatable for credit.}	3
13		13	

Total Hours 120

Visual Communication Design

Year 1

Fall	Hours	Spring	Hours
BDS 101 (S)	3	VISC 200 (S)	3
BDS 103 (S)	3	ILLU 200 (S)	3
ADS 325 (S)	3	ADS 340 (S)	3
HA 150 or 160	3	HA 151 or 161	3
ENGL 101	3	ENGL 102 or 105	3
		ADS 320 ^{Seven semesters of ADS 320 are required for the Visual Communication Design concentration of the Design BFA.}	1
15		16	

Year 2

Fall	Hours Spring	Hours
VISC 202 (S)	3 VISC 302 (S) ^{Worth 4 credit hours instead of 3 effective spring 2023.}	4
VISC 204 (S)	3 VISC 304 (S) ^{Worth 4 credit hours instead of 3 effective spring 2023.}	4
ADS 401 (S)	3 ADS 300 (S)	3
HA Elective Requirement ^{Any} HA course except HA 100/150/151/160/161/300.	3 KU Core Goal GE22 (Oral Communication) ^{Any course that fulfill KU Core Goal GE22.}	3
KU Core Goal GE12 (Quantitative Literacy) ^{Any} course that fulfills KU Core Goal GE12. LA&S 108, FIN 101, or MATH 101 are recommended.	3 ADS 320: KU Design Lecture Series ^{Seven semesters of ADS 320 are required for the} Visual Communication Design concentration of the Design BFA.	1
ADS 320: KU Design Lecture Series ^{Seven semesters of ADS 320 are required for the} Visual Communication Design concentration of the Design BFA.	1	
	16	15

Year 3

Fall	Hours Spring	Hours
VISC 404 (S) ^{Worth 4 credit hours instead of 3 effective fall 2023.}	4 VISC 402 or 520 (S) ^{Worth 4 credit hours instead of 3 effective spring 2024.}	4
VISC 405 (S) ^{Will be worth 4 credit hours instead of 3 effective fall 2023.}	4 Professional Studies Requirement ^{See note below**}	3
Professional Studies Requirement ^{See note below**}	3 KU Core Goal GE3N (Natural Science) ^{Any course that fulfills KU Core Goal GE3N. No lab required.}	3
KU Core Goal AE41 (Human Diversity) ^{Any course that fulfills KU Core Goal AE41.}	3 Academic Concentration Requirement ^{See note below*}	3
ADS 320: KU Design Lecture Series ^{Four semesters of ADS 320 are required for the} Visual Communication Design concentration of the Design BFA.	1 VISC 530 ^{Worth 1 credit hour instead of 3 or 4 effective spring 2024.}	1
	ADS 320: KU Design Lecture Series ^{Seven semesters of ADS 320 are required for the} Visual Communication Design concentration of the Design BFA.	1
	15	15

Year 4

Fall	Hours Spring	Hours
VISC 525	4 VISC 402 or VISC 520 ^{Whichever isn't taken in spring of the Third Year must be taken here.}	4
Professional Studies Requirement ^{See note below**}	3 Professional Studies Requirement ^{See note below**}	3

KU Core Goal GE3S (Social Science) ^{Any course that fulfills KU Core Goal GE3S.}	3 ENGL 203, 205, 209, 210, or 211 ^{Also fulfills KU Core Goal GE11.}	3
Academic Concentration Requirement ^{See note below*}	3 Academic Concentration Requirement ^{See note below*}	3
ADS 320: KU Design Lecture Series ^{Seven semesters of ADS 320 are required for the} Visual Communication Design concentration of the Design BFA.	1 ADS 320: KU Design Lecture Series ^{Seven semesters of ADS 320 are required for all students in the} Visual Communication Design concentration of the Design BFA.	1
	14	14

Total Hours 120**Notes:**

*The Academic Concentration requirement entails at least three courses at the 300+ level in the same topic or subject area beyond the Departments of Design and Visual Art. More information and recommendations are available here: <https://design.ku.edu/academic-concentration-requirement> (<https://design.ku.edu/academic-concentration-requirement/>)

**For the Illustration & Animation, Industrial Design, and Visual Communication Design concentrations of the Design BFA, the Professional Studies requirement can be fulfilled by ADS 560/INDD 378, VISC elective courses, PHTO courses at the 300+ level, Visual Art courses at the 300+ level, ADS 411 (Trends in Design), credit for studies abroad, credit for research at the Center for Design Research, credit for independent study with a Design instructor, and/or ADS 531 credit for a qualifying professional experience: <https://design.ku.edu/professionalcredit> (<https://arcd.ku.edu/prostudiesILLU/>)

***For the Photography concentration of the Design BFA, the Studio Elective requirement can be fulfilled with any studio course in the Departments of Design and Visual Art. A number of other courses beyond the Departments of Design and Visual Art have been pre-approved to count toward the Studio Elective requirement, which are listed here: <https://design.ku.edu/studio-electives/photography> (<https://design.ku.edu/studio-electives/photography/>)

****For the Photography concentration of the Design BFA, the Major Studies Elective requirement can be fulfilled by PHTO 313 (Lighting Studio), PHTO 315 (Experimental Processes), PHTO 360 (The Photobook), or PHTO 560 (Topics in Photography).

****For the Photography concentration of the Design BFA, the Professional Studies requirement can be fulfilled with ADS 533 faculty-led study abroad credit, ADS 411 (Trends in Design), or ADS 531 credit for a qualifying professional experience: