

BFA in Design with concentration in Visual Communication Design

Shape the information people see, use, and experience.

The field of Visual Communication Design, also known as Graphic Design, empowers students to utilize their creative flair, evidence-based design principles, and technical proficiency to craft compelling visual solutions that effectively elucidate, entertain, and inspire audiences. Visual communication permeates every aspect of our surroundings, whether it's the bustling city streets or peaceful park trails. It surrounds us, presenting ideas, providing instructions, influencing choices, and narrating stories. At KU, the Visual Communication Design program encourages students to question conventional approaches and concepts by fostering creative exploration, hands-on inquiry, and systematic design research.

We equip our students to excel as graphic designers, UX/UI developers, marketing creatives, and versatile communicators across various disciplines. Through our program, they become innovative practitioners and socially-engaged leaders, ready to thrive in the ever-evolving professional landscape.

The BFA in Design, Visual Communication Design 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	VISC 101 (Studio)	4
BDS 103 (Studio)	4	IXD 101 (Studio)	4
Core 34: English (SGE) ⁰¹⁰	3	ADS 340	3
HA 100 or 151 (Core 34: Arts and Humanities (SGE)) ^{060**}	3	Core 34: Math and Statistics (SGE) ⁰³⁰	3
ADS 320	1	Core 34: English (SGE) ⁰¹⁰	3
	15		17

Year 2

Fall	Hours	Spring	Hours
VISC 202 (Studio)	4	VISC 302 (Studio)	4
VISC 204 (Studio)	4	VISC 304 (Studio)	4
ADS 345 or 346	3	IXD 302	3
ADS 320	1	ADS 320	1
Core 34: Natural and Physical Sciences (SGE) ⁰⁴⁰	4	Core 34: Social and Behavior Science (SGE) ⁰⁵⁰	3
	16		15

Year 3

Fall	Hours	Spring	Hours
VISC 405 (Studio)	4	VISC 402 (Studio)	4
Major Studio Elective (ADS, IXD, VISC)	4	Major Studio Elective (ADS, IXD, VISC)	4

Core 34: Communications (SGE) ⁰²⁰	3	VISC 430	3
Core 34: Social and Behavior Science (SGE) ⁰⁵⁰	3	ADS 402	3
	14		14

Year 4

Fall	Hours	Spring	Hours
VISC 465	4	VISC 470 (Capstone)	4
Major Studio Elective (ADS, IXD, VISC)	4	Major Studio Elective (ADS, IXD, VISC)	4
ADS 450	3	ADS 455	1
Core 34: Arts and Humanities (SGE) ⁰⁶⁰	3	Core 34: US Culture (SGE) ⁰⁷⁰	3
		Core 34: Global Culture (SGE) ⁰⁷⁰	3
	14		15

Total Hours 120

Notes

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

Major Studio Electives (16 credits)

Code	Title	Hours
VISC 310	Letterpress	4
VISC 410	Digital Letterpress	4
VISC 435	Book Arts	4
VISC 440	Bookmaking	4
VISC 414	Publication and Editorial	4
VISC 415	Motion Design	4
VISC 426	Experiential Design	4
VISC 450	Typographic Universe	4
IXD 402	Interaction Design 2	4
IXD 404	Dataviz and Digital Storytelling	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

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.