

# Student Advising Worksheet. Visual Communication Design Photography Track

## The Photography Track

YEAR	1		2		3		4	
SEMESTER	FALL	SPRING	FALL	SPRING	FALL	SPRING	FALL	SPRING
<b>REQUIRED COURSES</b>	<b>ART 110</b> Fundamentals of Design I  <b>ART 116</b> Drawing I  <b>ART 105</b> Art History Survey  <b>ENG 151</b> Composition & Writing from Sources  <b>MATH</b> 121 or higher  <b>PE</b> Physical Educ. or Wellness Learning <i>one-credit</i>	<b>ART 113</b> Fundamentals of Design II  <b>ART 117</b> Drawing II  <span style="color: red;"><b>PHOTO 140</b></span> <i>Intro to Photography</i>  <b>ENG 152</b> Writing about Literature  <b>IS 124</b> Introduction to Computer Graphics  <b>ART 101</b> Art & Design Seminar <i>one-credit</i>	<b>VCD 220</b> Design Theory I <small>COMMUNICATING CONCEPTS</small>  <b>VCD 206</b> Fundamentals of Typography  <b>ART 215</b> Painting I  <span style="color: red;"><b>PHOTO 250</b></span> <i>Alternative Processes: PHOTOGRAPHY</i>  <b>Lab Science</b> <i>four-credits</i>	<b>VCD 221</b> Design Theory II <small>TYPE &amp; IMAGE</small>  <b>VCD 224</b> History of Design  <span style="color: red;"><b>PHOTO 240</b></span> <i>Intermediate Photography</i>  <b>Humanities*</b> Course I  <b>ENG</b> Writing Elective 200+  <div style="background-color: #ffe6e6; padding: 2px;"><b>ART 390 Internship course.</b> This course is required for students who wish to do a for-credit internship, and counts as a focused elective.</div>	<b>VCD 320</b> Design Theory III <small>CLIENT &amp; AUDIENCE</small>  <b>VCD 306</b> Web Design I  <b>VCD 356</b> Video Exploration  <b>Social Science**</b> Elective  <b>CM</b> Communication Elective	<b>VCD 321</b> Design Theory IV <small>MEDIA &amp; MESSAGE</small>  <span style="color: red;"><b>PHOTO 340</b></span> <i>Advanced Photography</i>  <b>ART 305</b> <i>Topics: History of Photography</i>  <b>Humanities*</b> Course II  <b>SCI/MATH***</b> Science or 2nd Math	300/400 <b>Focused Elective 1</b> <span style="color: red;"><b>PHOTO 480:</b></span> <i>Portfolio Development (recommended)</i>  300/400 <b>Focused Elective 2</b> <span style="color: red;"><b>PHOTO 260</b></span> <i>Digital Photography</i>	300/400 <b>Focused Elective 3</b> <span style="color: red;"><b>ART 390</b></span> <i>Photography Internship (recommended)</i>  300/400 <b>Focused Elective 4</b>
<b>MILESTONES</b>	Portfolio Review <small>BY FACULTY held in may</small>		Portfolio Review <small>BY FACULTY held in may</small>		Portfolio Presentations <small>TO GUESTS held in december</small>		Portfolio Presentations <small>TO ADVISORY BOARD held in december</small>	
<b>REQUIRED CREDITS</b>	<b>17</b> CREDITS	<b>16</b> CREDITS	<b>16</b> CREDITS	<b>15</b> CREDITS	<b>15</b> CREDITS	<b>15</b> OR <b>16*</b> CREDITS	<b>15</b> CREDITS	<b>15</b> CREDITS <span style="font-size: 1.5em; font-weight: bold;">124</span>
<b>OPTIONS</b>	<b>IS 224 Technology Electives</b>  After IS-124, students are expected to continually build on their technological competencies through practice in all design courses. The need for additional study in this area varies and is based on students' individual design approach/ interests and technological proclivity. These courses are designed for any student wishing to further expand their knowledge.		Technology Elective, 1-credit	Technology Elective, 1-credit	Technology Elective, 1-credit	Technology Elective, 1-credit	Technology Elective, 1-credit	Technology Elective, 1-credit
<b>INTERNSHIPS</b>	<b>ART 390 / 490 Visual Communication Design Internship I &amp; II:</b> Internships can be for 1, 2, or 3-credits and can be taken in Fall, Winter, Spring, or Summer.		Summer Internship 3-credits		Summer Internship 3-credits			

It is understood that students graduating with a degree in Visual Communication Design must be able to design for and all contemporary communications media including web, print, and video. Photography is a powerful tool in visual communication and the track in photography provides students with an opportunity to expand their capabilities in photography and build a photography portfolio.

### Electives

Electives are intended to facilitate a VCD student's post baccalaureate plans; the pursuit of professional activities or graduate studies within or outside of the visual communication design profession.

#### • Communication Design & Branding

- VCD 325 Typography and Publications
- VCD 370 The Relationship of Design & Business
- VCD 430 Digital Media/Adv. Web Design and Prod.
- VCD 440 Designing for a Target Market
- VCD 480 Design Studios:  
Portfolio Development  
Community Service Design Studio  
Corporate Communication & Branding Systems  
Illustration  
Packaging Design  
Exhibition Design
- VCD 480 Web Design Studio: Topics
- MKT 206 Principles of Marketing
- MKT 311 Consumer Behavior
- MKT 336 Integrated Marketing Communication

#### • Internships & Learning Beyond

- ART 390 Internship I
- ART 490 Internship II
- Internships, Study Abroad, and Learning Beyond opportunities are offered regularly and can be used as electives.

#### • Motion Graphics

- MOGR 231 Concepts of Motion
- MOGR 331 Intermediate Motion Graphics
- MOGR 431 Advanced Motion Graphics & Effects
- MOGR 480 Design Studio Special Topics  
3-D Studio for Motion Graphics  
Sound For Motion Graphics

### IMPORTANT NOTES

- \* **Humanities: HIS, ENG (Must be literature), PHIL, REL.** Students must complete 4 humanities course from at least 3 different disciplines.
- \*\* **Social Sciences: ANTH, ECON, FAM, GEO, POSCI, PSY, SOC** in two different disciplines.
- \*\*\*2nd Science can be Non-Lab.
- \*\*\*\*Core Electives: ANTH, BIO, CHEM, ECON, ENG (Literature), FAM, FR, GEO, HIS, INDSC, MATH, MUSIC, PHIL, PHSCI, PHYS, POSCI, PSY, REL, SOC, SPN, and some FILM/THEA
- All students must complete 16 courses in the Liberal Arts and Sciences. All baccalaureate candidates must complete 30 upper-division (300-400) credits (10 courses).

2009–2010 Advising Grid  
updated September 2009