

SCHOOL OF COMMUNICATION DESIGN,
VISUAL COMMUNICATIONS DESIGN MAJOR: Graphic Design / Advertising Stream

2020-21

NOTE: It is the student's responsibility to verify the accurate completion of this program planning guide. Check the boxes beside completed courses on this guide by matching the completed courses listed on your webService student record account.

NAME:

STUDENT ID NUMBER:

FIRST YEAR STUDIES (30 credits)

- (3cr) DRWF.110 Drawing I or DRWF.115 Design Drawing I (Recommended)
- (3cr) DRWF.120 Drawing II or DRWF.125 Design Drawing II (Recommended)
- (3cr) AHIS.100 Themes in Modern and Contemporary Art and Visual Cultures 1789-present (or AHIS.120)
- (3cr) AHIS.101 Themes in Pre-Modern Art and Visual Cultures: Before 1789 (or AHIS.110)
- (3cr) ENGL.100 Writing for Critical & Creative Practices (or HUMN.110)
- (3cr) CCST.100 Intro to Critical & Creative Studies (or HUMN.124)
- (3cr) Choose One: CRMC.101 Ceramics, FBRE.102 Fibre 3D, GLSS.101 Glass Casting, GLSS.102 Hot Glass, GLSS.103 Light and Glass, JWLM.101 Jewellery & Metals, OBDP.110 3D Object Design, or SCLP.101 Sculpture
- (3cr) one 100 Level Studio (VSCM.101 Design Fundamentals Recommended)
- (3cr) one 100 Level Studio (VSCM.102 Design Colour Fundamentals Recommended)
- (3cr) one 100 Level Studio

SECOND YEAR (33 credits)

Major Studio Course:

- (3cr) VSCM.225 – Design Technology I

Additional Major Studio Courses (Choose 5):

VSCA.211 Concepts I, VSCA.221 Concepts II, VSCM.211 Typography I, VSCD.221 Typography II, VSCM.212 Communication Design I, or VSCM.221 Communication Design II

- (3cr)
- (3cr)
- (3cr)
- (3cr)
- (3cr)

Elective Studio Courses:

- (3cr) 200-Level Studio Elective Course
- (3cr) 200-Level Studio Elective Course

School of Critical and Creative Studies Required courses:

- (3cr) Any 200-Level CCST Critical & Creative Studies or SOSC Social Sciences
- (3cr) 200-Level ENGL English (ENGL.217 recommended)
- (3cr) 200-Level AHIS Art History

THIRD YEAR STUDIES (30 credits)

Major Studio Courses (Choose any 4):

VSCA.319 Advertising I, VSCA.323 Advertising II, VSCA.331 Time-Based Advertising, VSCM.329 Information Design I, VSCD.321 Time-Based Design, VSCD.323 Typography III, VSCD.328 Typography IV, VSCD.329 Brand Design I

- (3cr)
- (3cr)
- (3cr)
- (3cr)

Elective Studio Courses:

- (3cr) 300-Level Studio Elective
- (3cr) 300-Level Studio Elective

School of Critical and Creative Studies required courses:

- (3cr) Any 300-level AHIS Art History (Note: This is a required course for the NASAD Accreditation body to fulfill BDES requirements.)
- (3cr) Any 300-level AHIS Art History
- (3cr) Any 300-Level PPRL Professional Related, CCST Critical & Creative Studies or SOSC Social Sciences
- (3cr) Any 300-Level ENGL English (ENGL.317 Recommended)

FOURTH YEAR (27 credits)

Major Studio Course for all students:

- (3cr) VSCM.413 Public Design or VSCM 416 Words at Work in Comm. Design

Additional Major Studio Courses (Choose 3):

VSCA.412 Advanced Advertising I: Memorable Campaigns, VSCA.422 Advanced Advertising II: Moving Pictures, VSCA.423 Advanced Advertising III: Out of the Box, VSCD.410 Advanced Graphic Design: Information Design, VSCD.411 Advanced Graphic Design: Product Identity, VSCD.420 Advanced Graphic Design II: Editorial, VSCD.421 Advanced Graphic Design III: Branding

(3cr)

(3cr)

(3cr)

Elective Studio Courses:

(3cr) Choose one: 400-level VSCA, VSCD, VSCH, VSCI, VSCM or PHTG courses

(3cr) Choose one: 400-level VSCA, VSCD, VSCH, VSCI, VSCM or PHTG courses

(3cr) Choose one: 300 or 400-Level Studio Elective

School of Critical and Creative Studies courses:

(3cr) Choose one: 300 or 400-level SCCS (AHIS, ENGL, CCST, SOSC)

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(120 credits) TOTAL CREDITS REQUIRED FOR BDES
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EXTRA CREDITS:

NOTES:

April 24/20 GFC approved changes HT. N:Student Experience/18-19/SCD Chair approval (Jan 21/18 & May 1/18 & Oct. 2, 2018 as per NM, Oct 19, 2018)/SCCT Chair approval (MC Jan 18/18 & May 29/18), 2020 May 4, 2020 as per GFC