

# B.F.A., Communication Design: Graphic Design

College of Visual Arts and Design Suggested Four-Year Curriculum

2020-2021 • Exp. August 2029

Key: ■ UNT Core Requirement □ Art Core Requirement

<b>Freshman Fall Semester: 15 credits</b>
□ ART 1600: Foundations- Perception & Translation
□ ART 1700: Foundations-Space
□■ ART 2350: Art History Survey I
*ADES 1500: Intro to Comm Design
■ ENGL 1310: College Writing I (or 1311: Honors Comp. I)
*Entry Portfolio Review at the end of the semester

<b>Freshman Spring Semester: 15 credits</b>
□ ART 1800: Foundations- Narrative & Representation
□ ART 1900: Foundations- Systems & Transformations
□■ ART 2360: Art History Survey II
ADES 1540: Foundations for Communication Design
■ College Math

<b>Sophomore Fall Semester: 15 credits</b>
ADES 1510: Typography I
ADES 2515: Image Making & Color Theory
□■ ART 2370: Art History Survey III
Menu 1 Course
■ ENGL 1320: College Writing II (or 1312: Honors Comp. II)
Mid-point Review and Degree Plan at the end of the semester

<b>Sophomore Spring Semester: 15 credits</b>
ADES 2510: Typography II
ADES 2520: Graphic Design
Elective
■ HIST 2610 U.S. History to 1865 (or 2675: Honors)
■ Social & Behavioral Sciences

<b>Junior Fall Semester: 15 credits</b>
ADES 3500: Publication Design
ADES 3510: Interaction Design I
Advanced Art History (AEAH 4801-4845)
■ HIST 2620 :US History since 1865 (or 2685: Honors)
■ Life/Physical Science

<b>Junior Spring Semester: 15 credits</b>
ADES 3545: Communication Design Studio
ADES 3545: Communication Design Studio
AEAH 4842: History of Communication Design**
Menu II Course (Advanced)
■ Life/Physical Science

<b>Senior Fall Semester: 12 credits</b>
ADES 4520: GD Advanced Campaigns
ADES 4541: Portfolio Development
Advanced Art History (AEAH 4801-4845)
Advanced Elective
■ PSCI 2305: US Pol. Behavior/Policy (or 2315: Honors)

<b>Senior Spring Semester: 15 credits</b>
ADES 4515: Cause-Based Design
ADES 4525: GD Final Portfolio
■ Core Course (See Academic Advisor)
Advanced Elective
■ PSCI 2306: US and Texas Const./Inst. (or 2316: Honors)
<b>Total Required Credit Hours: 120</b>

**Note:** 36 hours of art including 12 advanced hours must be completed at UNT. 42 hours must be advanced; 24 of the 42 advanced hours must be completed at UNT.

**Menu I:** 3 hours of ceramics, drawing & painting, metalsmithing & jewelry, new media art, printmaking, photography, or sculpture

**Menu II:** 3 hours selected from ADES 4700; ART 4120; MKTG 3650; ANTH 3101, 3130, 3140, 3300; BEHV 3150; JOUR 3050 or 4052.

\*ADES 1500: Intro. to Communication Design and entry portfolio review occurs during fall semester only.

\*\*An advanced art history (AEAH 4801-4845) may be used if/when AEAH 4842 is not offered.

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Pre-Communication Design majors must meet the following criteria for admission to the Communication Design major: Graphic Design Concentration.

## **Admission to the Communication Design Major**

Complete at least 30 hours of college courses, including the following:

- a. Complete ART 1600, 1700, 1800, 1900 and ADES 1500 with a grade of C or better;
- b. Submit to the Communication Design Entry Portfolio Review and be admitted prior to starting the Communication Design Freshman and Sophomore studio sequence.
- c. Complete ADES 1510, 1540, 2515, with a grade of C or better;
- d. Submit to the Communication Design Midpoint Portfolio Review in the fall semester of the Sophomore year and be admitted into the graphic design concentration;
- e. Have at least a 2.75 GPA on the required Art courses and a minimum 2.25 UNT grade point average.

## **Portfolio Reviews for Communication Design Majors**

### **Entry Portfolio Review**

Students are admitted into the entry level communication design course (ADES 1540) by Entry Portfolio Review only. Students are eligible to submit portfolios for admission into the Communication Design program having completed or anticipating successful completion of at least two (2) Foundations courses (ART 1600, ART 1700, ART 1800, and/or ART 1900) and Introduction to Communication Design (ADES 1500) with grades of C or better prior to ADES 1540. Upon applying, students are **required to select either the Graphic Design or User-Experience Design concentration**. The review **will be held in fall semesters only**. Top-ranked students accepted to continue in the Graphic Design concentration will be assigned positions in Foundations for Communication Design (ADES 1540) for the spring semester. Both continuing UNT students and new transfer students who wish to enroll in Foundations for Communication Design will be required to participate in the entry portfolio review. For further information, please visit the CVAD Communication Design web page.

### **Mid-point Portfolio Review**

At the end of Typography I (ADES 1510) and Image Making & Color Theory (2515) during pre-finals week, students will present their portfolios for review by the entire communication design faculty to determine whether students have developed formal, technical and conceptual skills required in upper division courses. The review will consist of:

- **Communication Design Portfolio** including every project assigned in ADES 1510 and 2515; in addition to final presentation boards, the portfolio should demonstrate proficiency at the concept, thumbnail sketch, and layout stages.
- **Professional Performance Data** comprised of faculty records regarding student's attendance, deadline performance, daily outside work assignments, etc.

At this review a limited number of students will be selected to proceed to advanced graphic design courses and will move from pre-major to major status. Degree plans will be completed after review is completed.

### **Senior Review**

A final exit portfolio review is included in the course requirements for Final Portfolio in Graphic Design (ADES 4525). Strengths and weaknesses in concept, design and overall presentation are evaluated. The successful final portfolio must be industry ready. Students unsuccessful in this review are required to repeat ADES 4525 and the required reviews. Any deficiencies declared by the faculty must be corrected before the portfolio will be approved and a passing grade assigned.

**Results:** At each review, students will receive an evaluation form identifying strengths and weaknesses that the faculty observes in the work presented.

### **Transfer Credit**

Students must submit official transcripts of all prior collegiate-level coursework as part of the UNT admissions process. Transfer information is reviewed with the student at Orientation. All students, regardless of academic status, must be admitted to the Communication Design Program through the Communication Design Portfolio Reviews.

**Important Note:** Students who do not have an official degree plan on file before the semester they plan to graduate may not apply for graduation.