ART AND DESIGN: VISUAL COMMUNICATION (BA)

Program Description

In the **Art and Design: Visual Communication** major, students develop the creative and strategic skills necessary to craft compelling visual narratives across print, digital, and interactive media. Our curriculum in Visual Communication has a threefold focus. First, students build technical expertise in typography, branding, web design, UI/UX, motion graphics, and emerging design technologies, gaining fluency in contemporary design tools and methods. Second, students engage in critical inquiry, exploring design history, theory, and ethical considerations while analyzing the role of design in shaping culture and communication. Third, students prepare for professional pathways by developing a strong portfolio, refining their design process, and participating in industry-relevant experiences such as internships, collaborative projects, and portfolio reviews. Grounded in a faith-informed exploration of creativity, this major encourages students to consider how design can inform, connect, and inspire communities. Career opportunities for Visual Communication graduates include roles in graphic design, branding, web design, digital media, UX/UI design, motion design, and creative direction.

Entering and Completing the Major

In order to earn a degree, you must complete at least one academic major. SPU encourages students to explore various academic paths, so if you change your mind about a major, or want to include an additional program, you are able to do so, as outlined below.

Note that the University encourages you to enter your chosen major(s) as soon as you have determined it and are eligible to join it, especially by the start of your junior year. Students who transfer as juniors and seniors should enter a major within their first two quarters at SPU.

- If this is your first quarter at SPU and you identified a major in this department as your first choice on your application for admission to the University, you have gained entry to the major. To change or add a major, follow these instructions (https://spu.atlassian.net/l/cp/a3th1keb/).
- If you are an SPU student with an SPU cumulative GPA of 2.0 or better, follow these instructions (https://spu.atlassian.net/l/cp/a3th1keb/) to enter a major in this department.
- The University requires a grade of C- or better in all classes that apply to a major; however, programs may require higher minimum grades in specific courses. You may repeat an SPU course only once for a higher grade.
- To advance in this program, meet with your faculty advisor regularly to discuss your grades, course progression, and other indicators of satisfactory academic progress. If your grades or other factors indicate that you may not be able to successfully complete the major or minor, your faculty advisor can work with you to explore options, which may include choosing a different major.
- You must complete the major requirements that are in effect in the SPU Undergraduate Catalog for the year you enter the major.

Art and Design: Visual Communication

80 Credits Minimum, Including 40 Upper Division (UD)

Code	Title	Credits
Art and Design Core		
ART 1102	Drawing	5
ART 1105	Surface	5
ART 1107	Time	5
ART 2602	Monuments of World Art I	5
ART 2603	Monuments of World Art II	5
Section Credits Required		25
Required		
Sophomore Sequence		
ART 2205	Photography	5
ART 2208	Typography	5
ART 2302	Painting	5
Section Credits Required		15
Junior/Senior Sequence		
ART 3101	Photography 2	5
ART 3202	Visual Design	5
ART 3700	Experimental Video Art	5
ART 4205	Brand Design	5
Section Credits Required		20
Senior Sequence		
ART 4943	Art Internship [1]	1
ART 4899	Senior Capstone: Design	3
Section Credits Required		6
Art History Upper Division Elective		**5**
Section Credits Required		5
Upper Division Electives		**9**
ART 3210	UI/UX App Design [added]	
ART 4207	Information Design	
ART 4209	Experience Design	
ART 4212	Motion/Animation	
Section Credits Required		9
Total Credits		**80**

[1] Variable credit course. Take 3 credits to meet degree requirement.

Additional Requirements & Information

- All students in this major are required to exhibit in the Senior Show.

Suggested Course Sequence

Course	Title	Credits
First Year		
Autumn		
ART 1102	Drawing	5
	Credits	**5**
Winter		
ART 1105	Surface	5
	Credits	**5**
Spring		
ART 1107	Time	5
	Credits	**5**

Second Year

Autumn

ART 2205	Photography	5
ART 2602	Monuments of World Art I	5
	Credits	**10**

Winter

ART 2302	Painting	5
ART 2603	Monuments of World Art II	5
	Credits	**10**

Spring

Upper Division Art History Elective		5
	Credits	**5**

Third Year

Autumn

ART 2208	Typography	5
	Credits	**5**

Winter

ART 3202	Visual Design	5
	Credits	**5**

Spring

ART 4205	Brand Design	5
	Credits	**5**

Fourth Year

Autumn

ART 4943	Art Internship	3
	Credits	**3**

Winter

ART 3101	Photography 2	5
	Credits	**5**

Spring

ART 3700	Experimental Video Art	5
ART 4899	Senior Capstone: Design	3
	Credits	**8**

Any Quarter

Upper Division Art Elective		9
	Credits	**9**
	Total Credits	**80**