

VISUAL COMMUNICATION (BA)

Program Description

In the Visual Communication major, you will become a trained designer educated in traditional and contemporary media and grounded in historical and cultural knowledge.

Entering and Completing the Major

- In order to earn a degree, you must complete at least one academic major.
- Admission to the Visual Communication major is selective and based upon a portfolio review and prior academic performance. The expectation is that students will have achieved a minimum of a "B" (3.0) average in these courses:
 - ART 1105 Art Foundations 1: Surface
 - ART 1106 Art Foundations 2: Space
 - ART 1107 Art Foundations 3: Time
 - ART 1205 Color Studio or ART 2102 Drawing Studio: Design and Perspective
 - or Equivalent transfer courses. For equivalency of previous course offerings and/or transfer credits, please consult with the head of the Visual Communication major (<http://spu.edu/academics/college-of-arts-sciences/art/>).
- Apply to the Visual Communications program in Banner by following these instructions (<https://spu.atlassian.net/l/cp/Th4S0jCE/>).
- In addition to submitting the online application form in Banner, you must also submit the following:
 - A written statement on why you are choosing to pursue studies in the Visual Communication major. This should be approximately 200 words.
 - A specified portfolio for review. (See Portfolio Guidelines (p.) below.)
- The University requires a grade of C- or better in all classes that apply to a major or minor; 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 or minor.
- You must complete the major or minor requirements that are in effect in the SPU Undergraduate Catalog for the year you enter the major or minor.

Junior Transfers

If you are a transfer student with class status beyond the sophomore level, you may apply to the major after an advising/work sample review with the head of the Visual Communication major (<http://spu.edu/academics/college-of-arts-sciences/art/>). You must submit your online portfolio no later than the first day of the fall quarter of your junior year in order to complete the sequence of courses within two years of acceptance into the Visual Communication major.

See degree requirements for a full list of required courses and electives within the major or minor program.

Portfolio Guidelines

The Visual Communication major requires submission of a portfolio. Before submitting a portfolio, you must apply for entrance to the major in Banner by following these instructions (<https://spu.atlassian.net/l/cp/Th4S0jCE/>). Portfolios must include:

- A declaration that you intend to pursue studies in the Visual Communication major
- Anticipated date of graduation
- A current transcript
- A document listing the address of your online portfolio
- Required artwork samples: three projects from each core course, for a minimum of nine pieces

The required contents may be emailed to the head of the Visual Communication major.

Application Deadlines

Freshmen and Sophomores

We have a rolling deadline with opportunities to submit your portfolio throughout your freshman and sophomore years. Please notify the head of the Visual Communication major (<http://spu.edu/academics/college-of-arts-sciences/art/>) to let them know you have submitted your application and portfolio. You must submit your online portfolio no later than the first day of the fall quarter of your junior year in order to complete the sequence of courses within two years of acceptance into the Visual Communication major.

Juniors and Transfer Students

The Visual Communication major has sequenced courses and will require a minimum of two years from the start of the admitted Autumn Quarter. You must submit your online portfolio no later than the first day of the fall quarter of your junior year in order to complete the sequence of courses within two years of acceptance into the Visual Communication major.

Post-Application Review Process

You will be notified by email of the status and final decision regarding your application. Criteria for acceptance will be based upon the quality of the work, grades, essay content, and success in academic coursework.

Visual Communication (BA)

99 Credits Minimum, Including 30 Upper Division (UD)

Code	Title	Credits
Foundational Courses		
ART 1105	Art Foundations 1: Surface	5
ART 1106	Art Foundations 2: Space	5
ART 1107	Art Foundations 3: Time	5
ART 2102	Drawing Studio: Design and Perspective	5
or ART 1205	Color Studio	
Section Credits Required		20
Core 1		
ART 2205	Photography	5

ART 2502	Illustration: New Pictures	5
ART 2602	Monuments of World Art I	5
ART 2603	Monuments of World Art II	5
Section Credits Required		20
Core 2		
ART 2201	Digital Lab 1: Introduction to Interactive Media	3
ENG 3209	Writing as Design: Introduction to UX Writing and Content Design	3
ART 3200	Type Lab: Introduction to Typography	3
ART 3201	Digital Lab 2: Interactive Media	5
ART 3202	Visual Communication I: Form	5
ART 3204	Visual Communication 2: Application	5
ART 3205	Type Lab: Applied Typography	3
ART 3610	History of Graphic Design/Illustration	5
ART 4205	Visual Communications 3: Programs/Case Studies	5
ART 4207	Visual Communications 4: Information Design	5
ART 4209	Visual Communications 5: Experience Design	5
ART 4210	Digital Lab 3: Interactive Media	3
ART 4212	Digital Lab 4: Motion Design	3
ART 4943	Art Internship	3
ART 4899	Senior Capstone in Visual Communication	3
Section Credits Required		59
Total Credits		99

Additional Requirements and Information

- Participation in Visual Communication Portfolio Exhibition

Suggested Course Sequences Starting at SPU Freshman Year

Course	Title	Credits
Freshman		
ART 1105	Art Foundations 1: Surface ¹	5
ART 1106	Art Foundations 2: Space ¹	5
ART 1107	Art Foundations 3: Time ¹	5
ART 2102	Drawing Studio: Design and Perspective ²	5
Credits		20
Sophomore		
ART 2602	Monuments of World Art I	5
ART 2603	Monuments of World Art II	5
ART 3200	Type Lab: Introduction to Typography	3
ART 3610	History of Graphic Design/Illustration	5
ART 2502	Illustration: New Pictures	5
ART 2205	Photography	5
Credits		28
Junior		
ART 2201	Digital Lab 1: Introduction to Interactive Media	3
ART 3202	Visual Communication I: Form	5
ART 3205	Type Lab: Applied Typography	3
ART 3201	Digital Lab 2: Interactive Media	5
ART 3204	Visual Communication 2: Application	5
ENG 3209	Writing as Design: Introduction to UX Writing and Content Design	3
Credits		24
Senior		
ART 4205	Visual Communications 3: Programs/Case Studies	5
ART 4210	Digital Lab 3: Interactive Media	3

ART 4207	Visual Communications 4: Information Design	5
ART 4212	Digital Lab 4: Motion Design	3
ART 4209	Visual Communications 5: Experience Design	5
ART 4899	Senior Capstone in Visual Communication	3
ART 4943	Art Internship	3
Credits		27
Total Credits		99

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Art Foundation classes can be taken in any order but should be completed in the first year.

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Apply to Major at end of Spring Quarter

Transfer Student with DTA

Course	Title	Credits
Freshman		
ART 1105	Art Foundations 1: Surface ³	5
ART 1106	Art Foundations 2: Space ³	5
ART 1107	Art Foundations 3: Time ³	5
ART 2102 or ART 1205	Drawing Studio: Design and Perspective ⁴ or Color Studio	5
Credits		20
Junior		
ART 2201	Digital Lab 1: Introduction to Interactive Media	3
ART 3200	Type Lab: Introduction to Typography	3
ART 3202	Visual Communication I: Form	5
ART 2502	Illustration: New Pictures	5
ART 3201	Digital Lab 2: Interactive Media	5
ART 3205	Type Lab: Applied Typography	3
ART 2602	Monuments of World Art I	5
ART 2205	Photography	5
ART 3204	Visual Communication 2: Application	5
ENG 3209	Writing as Design: Introduction to UX Writing and Content Design	3
ART 2603	Monuments of World Art II	5
Credits		47

Senior		
ART 4205	Visual Communications 3: Programs/Case Studies	5
ART 4210	Digital Lab 3: Interactive Media	3
ART 4207	Visual Communications 4: Information Design	5
ART 4212	Digital Lab 4: Motion Design	3
ART 3610	History of Graphic Design/Illustration	5
ART 4209	Visual Communications 5: Experience Design	5
ART 4899	Senior Capstone in Visual Communication	3
ART 4943	Art Internship	3
Credits		32
Total Credits		99

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These courses should have been taken at Community College prior to enrollment at SPU.

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Once accepted into SPU, Apply to Major (see website).