Communication Design- Bachelor of Fine Arts

For information, contact the Department of Art, 124 Art Building, 513-529-2900

The mission of the Communication Design major is to enable learners to gain the design thinking, knowledge, and skills required of practicing designers in areas like communication design, user experience design, and branding. Learners grow these competencies through exercises, projects, and learning experiences designed to develop practical, analytical, creative, emotional, and social intelligence. Graduates are prepared to enter a wide range of design practices as adaptable problem solvers who consider context and stakeholder needs as drivers for design.

Portfolio Review

In addition to the entrance portfolio review required by the Department of Art, students desiring to pursue the Communication Design major must undergo an additional portfolio review. This review occurs in the spring semester before registration for the fall semester. This portfolio and interview process determines advancement into the degree program. A limited number of students are admitted each year. In order to submit a portfolio for admission into the Communication Design major, students must be enrolled in or have completed ART 151 Becoming a People-Driven Designer.

Transfer Admission

Students who wish to transfer from another institution and enter this program must satisfy the admission requirements of the Communication Design program in addition to those of the Department of Art and the university.

Program Requirements

(78 semester hours minimum)

Code	Title	Credit Hours
Art History Requirements		
Survey course:		
ART 188	Art and Society: Renaissance to Modern	3
Non-Western art history course (select one): [1]		3
ART 162	Arts of Africa, Oceania and Native America	
ART 286	East Asian Art	
ART 309	The Arts of African Peoples	
ART 311	Chinese Painting History	
ART 326	Modern & Contemporary East Asian Art	
ART 335	Arts of West Africa	
Upper-Level Art History (select one): [1]		3
ART 309	The Arts of African Peoples	
ART 311	Chinese Painting History	
ART 314	The Renaissance in Italy	
ART 315	Art in the Age of Michelangelo	
ART 316	Baroque Art in Europe	
ART 317	The Arts of Colonial Latin America	
ART 326	Modern & Contemporary East Asian Art	
ART 335	Arts of West Africa	
ART 382	Greek and Roman Sculpture	
ART 383	Greek and Roman Painting	
ART 384	Greek and Roman Decorative Arts	
ART 406	Art Since 1980	
ART 487	Art of the Early 20th Century	
ART 488	Art in the Age of Revolution: 1789-1848	
ART 489	Postwar to Postmodern, 1945-1980	
Design history course:		
ART 455	A History of Design	3
Studio Requirements		
Foundation courses:		
ART 111	Visual Fundamentals: Design and Composition	3
ART 121	Observational Drawing	3
ART 171	Visual Fundamentals: Narrative & Sequence	3
ART 281	Contemporary Art Forum	1
Advanced studio courses:		
ART 221	Intermediate Drawing 1	3
Research methods:		
ART 227	Design Research Methods Basics	3
Studio elective (choose one):		3
ART/IMS 215	3D Digital Sculpting	
ART/IMS 218	3D Shading and Texturing	
ART 222	Intermediate Drawing 2	
ART 231	Painting I	
ART 241	Printmaking I	
ART 255	Introduction to Digital Photography	
ART 257	Photography	
ART 261	Ceramics I	
ART 264	Jewelry Design and Metals I	
ART 271	Sculpture I	
ART 320	Thematic Studio	
BFA Requirements		
100-level course:		
ART 151	Becoming a People-Driven Designer	1
200-level courses:		
ART 251	Typography	3
ART 252	Image	3
ART 253	Design Systems	3
ART 254	Communication Design Studio 1	3
300-level courses:		
ART 352	Communication Design Studio 2	3
ART 354	Design for Use	3
400-level courses:		
ART 449	Design Career Readiness	3
ART 451	The Professional Portfolio	3

ART 452	Communication Design Studio 3: Degree Project	3
ART 453	Highwire Brand Studio	4
ART 460	Special Topics Design Studio	3
Electives Requirement		**12**
12 credit hours of electives selected in consultation with an advisor.		
Total Credit Hours		**78**

[1] Note: A single course cannot count toward both the Non-Western Art History requirement and the Upper-Level Art History requirement.