Career-Focused Bachelor of Science in Design - CFBS

Curriculum

The Career-Focused Bachelor of Science degree program in Design offers a condensed and focused path for students eager to enter the creative industry quickly, without sacrificing the depth and quality of their education. The streamlined structure of the program allows students to earn a complete, comprehensive degree in a shorter period than a traditional bachelor's degree program requires. Visual design foundation courses blend with real-world, project-based learning to prepare students for dynamic careers in graphic design.

The program focuses heavily on experiential learning, with fewer elective courses but in-depth project-based courses. This experiential learning is highlighted with real-world experience in the Design Team course. In Design Team, advanced-level students apply their knowledge to real-world problems through experiential education. Working from the John J. Bowen Center for Science and Innovation, students provide design solutions for community partners. Students hone their design skills by creating, editing and presenting visual collateral that includes branding/logo design; print peripherals, including pamphlets, posters, organizational identity kits, and infographics; motion graphics; and websites. Students work in project teams supervised by faculty.

Additionally, students complete the Design Capstone course, which guides them through the assembly of a comprehensive digital and physical portfolio that demonstrates their increasingly sophisticated mastery of design. With faculty guidance, students gather, revise and organize their best work as well as enhance their portfolios with additional advanced design projects. In the final week of the course, students present and defend their work to a select group of faculty and visiting industry professionals at the annual Design Student Reveal Exhibit.

The Work Integrated Learning requirement ensures that students graduate with essential skills and confidence that prepare them for leadership roles in the workforce. Other opportunities such as study abroad, national competitions and school exhibitions are also available to qualified students and complement the college experience.

Students in this degree program prepare for a wide range of career opportunities in the creative industries where graphic design and UI/UX (web) design intersect. Sample job titles in this rapidly changing professional market include graphic designer, digital designer, visual designer, UI/UX (user interface) designer, web designer, creative/art director, digital designer, interactive designer, multimedia designer and more.

Upon completion of the program, graduates are expected to:

- Demonstrate knowledge of the common elements, vocabulary, visual culture, and history of design, and the interaction of these elements in a modern context.
- Apply professional processes to analyze a problem, conduct research, propose solutions, write specifications and execute delivery of a product.
- Communicate, create and develop successful solutions to visual concepts reflecting the principles of visualization and design, typography, imagery, user experience and aesthetics.
- Use traditional tools, technology, materials and production methods of the discipline to create effective solutions to design problems.
- Design solutions that respond to the physical, cognitive, cultural, social and/or ethical elements of the audience.

Design - Career-Focused B.S.

A three-year program leading to the career-focused bachelor of science degree

Major Courses		
GDES1010	Design Thinking & Creative Process	3
GDES1020	Design Theory and Practice	3
GDES1040	Foundations of Mobile & Web Design	3
GDES1060	User Experience and Content Design I	3
GDES1080	Vector Design & Image Editing	3
GDES2000	Typography	3
GDES2020	Motion Design I	3
GDES2030	Editorial & Publication Design	3
GDES3015	Design Team I	4
GDES3250	Brand Identity Design and Development	3
GDES4050	Design Capstone	3
IDES2010	Human Factors	3
Major Electives		
Choose 9 credits of the following:		9
Graphic Design		
GDES3210	Advanced Publication & Print	
GDES3260	Package Design	
GDES3270	Wayfinding & Environmental Graphics	
Web (UI/UX) Design		
GDES3215	Web Design & Development	
GDES3235	User Experience and Content Design II	
GDES3355	Web Design & User Experience Studio	
Applied/Experiential Learning		
Students in this program are required to complete 600 hours of Work Integrated Learning.		
Related Professional Studies		
DMSM1001	Introduction to Digital/Social/Mobile Media	3
IDES2070	Innovation and Design I	3
University Core Curriculum		
Communicating		9
ENG1020	Rhetoric & Composition I	
ENG1021	Rhetoric & Composition II	
ENG1030	Communication Skills	
Connecting		6
Two courses with the Connecting attribute (ECNG), one at the 2000 level, one at the 4000 level		
Experiencing		6
ART3020	Art History	
Additional course with the Experiencing attribute (EEXP) in a different discipline		
Measuring		6
MATH1002	A Survey of College Mathematics (or higher, based on student's placement)	
MATH2001	Statistics I	
Exploring		3
One course with the Exploring attribute (EEPL)		
Interacting		6
SOC1001	Sociology I	
or SOC2005	Honors Seminar: Social Inequalities	
Additional course with the Interacting attribute (EINT) in a different discipline		
A&S Electives		6
MCOM1210	Foundations of Digital Photography	
One course with the Arts & Sciences elective attribute (EASC)		
Total Credits		**94.0**

Note: Students must pass MATH0010 Pre-Algebra or have equivalent placement scores to enroll in required math courses.

Note: Students must pass ENG0001 Writing Workshop or have equivalent placement scores to enroll in ILS 2000-level courses.

Admissions Requirements

Please see a campus catalog for campus-specific admissions requirements.