

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 |

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| GDES3250 | Brand Identity Design and Development | 3 |
| GDES4050 | Design Capstone | 3 |
| IDES2010 | Human Factors | 3 |
| Major Electives | | |
| Choose 9 credits of the following: | | |
| 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 | | |
| ENG1020 | Rhetoric & Composition I | |
| ENG1021 | Rhetoric & Composition II | |
| ENG1030 | Communication Skills | |
| Connecting | | |
| Two courses with the Connecting attribute (ECNG), one at the 2000 level, one at the 4000 level | | |
| Experiencing | | |
| ART3020 | Art History | |
| Additional course with the Experiencing attribute (EEXP) in a different discipline | | |
| Measuring | | |
| MATH1002 | A Survey of College Mathematics (or higher, based on student's placement) | |
| MATH2001 | Statistics I | |
| Exploring | | |
| One course with the Exploring attribute (EPL) | | |
| Interacting | | |
| SOC1001 | Sociology I | |
| or SOC2005 | Honors Seminar: Social Inequalities | |
| Additional course with the Interacting attribute (EINT) in a different discipline | | |
| A&S Electives | | |
| 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

Johnson & Wales University holistically reviews all elements of a student's application to identify those students most likely to succeed at the university.

For first-year applicants, a completed application and high school transcript(s) are required. For transfer applicants, a completed application and high school and/or college transcript(s) are required. Completion of optional materials is encouraged.

Successful candidates for first year admission have taken a high school, college preparatory academic program including English, mathematics, science, social science and foreign language. Admissions decisions may also consider individual experiences and particular circumstances unique to each student. Other considerations are made based upon recommendations, writing ability and extracurricular activities.

Visiting campus, both in-person or virtually, is a valuable way of assuring that JWU is the right university for you.