

VISUAL COMMUNICATION DESIGN MAJOR, BACHELOR OF DESIGN (BDES)

A Bachelor of Design in Visual Communication Design at EWU prepares students for careers in design-related fields by providing a strong foundation in the creative, conceptual, and technical skills necessary for professional practice. The program emphasizes design thinking and community engagement, as well as the development of a unique personal voice, proficiency in relevant technical skills, and portfolio and resume development.

Grade Requirements: in order to receive a degree in design, students must earn the department requirement of ≥ 2.5 GPA in all DESN coursework.

Required Courses

DESN 100	DRAWING FOR COMMUNICATION	5
DESN 200	VISUAL THINKING + MAKING	5
DESN 216	DIGITAL FOUNDATIONS	5
DESN 243	TYPOGRAPHY	5
DESN 263	VISUAL COMMUNICATION DESIGN 1	5
DESN 338	USER EXPERIENCE DESIGN 1	5
DESN 359	HISTORIES OF DESIGN	5
DESN 363	VISUAL COMMUNICATION DESIGN 2	5
DESN 368	WEB DESIGN 1	5
DESN 463	VISUAL COMMUNICATION DESIGN 3	5
DESN 480	PROFESSIONAL PRACTICE	5
DESN 493	PORTFOLIO PRACTICE (may be repeated)	2

Media Studies-choose one of the following, other choices may count as electives. 5

DESN 325	EMERGENT DESIGN	
DESN 326	INTRODUCTION TO ANIMATION	
DESN 350	DIGITAL PHOTOGRAPHY	
DESN 355	MOTION DESIGN	
DESN 384	DIGITAL SOUND	

Electives 15

DESN 301	VISUAL STORYTELLING	
DESN 305	SOCIAL MEDIA DESIGN AND MANAGEMENT	
DESN 335	GAME DESIGN	
DESN 336	3D ANIMATION	
DESN 343	TYPOGRAPHY 2	
DESN 348	USER EXPERIENCE DESIGN 2	
DESN 351	ADVANCED PHOTOGRAPHY	
DESN 360	ZINE AND PUBLICATION DESIGN	
DESN 365	MOTION DESIGN 2	
DESN 366	PRODUCTION DESIGN	
DESN 378	WEB DESIGN 2	
DESN 385	ADVANCED DIGITAL SOUND	
DESN 399	DIRECTED STUDY	
DESN 401	IMAGINARY WORLDS	
DESN 446	4D ANIMATION	
DESN 458	USER EXPERIENCE DESIGN 3	
DESN 468	WEB DESIGN 3	
DESN 491	SENIOR PROJECT	
DESN 495	INTERNSHIP	
DESN 496	EXPERIMENTAL	
DESN 499	DIRECTED STUDY	

Senior Capstone

Total Credits**82****Plan of Study**

The following plan of study is for a student with zero credits. Individual students may have different factors such as: credit through transfer work, Advanced Placement, Running Start, or any other type of college-level coursework that requires an individual plan.

Courses may be offered in different terms and not all courses are offered every term, checking the academic schedule is paramount in keeping an individual plan current. There may be some courses that have required prerequisites not listed in the plan, review the course descriptions for information. **Students should connect with an advisor to ensure they are on track to graduation.**

All Undergraduate students are required to meet the Undergraduate Degree Requirements (<http://catalog.ewu.edu/undergraduate-degree/>).

First Year

Fall Quarter	Credits Winter Quarter	Credits Spring Quarter	Credits
DESN 100	5 DESN 200 (Humanities & Arts BACR 1)	5 DESN 216	5
ENGL 101	5 ENGL 201	5 Social Science BACR 2 ¹	5
Social Science BACR 1 ¹	5 MATH 107 or 170	5 Natural Science BACR 1 ¹	5
	15	15	15

Second Year

Fall Quarter	Credits Winter Quarter	Credits Spring Quarter	Credits
DESN 359 (Diversity - graduation requirement)	5 DESN 243	5 DESN 325, 326, 350, 355, or 384 (Media Studies elective)	5
Global Studies - graduation requirement ¹	5 DESN 263	5 DESN 363	5
Natural Science BACR 2 ¹	5 Humanities & Arts BACR 2 ¹	5 Design Elective ²	5
	15	15	15

Third Year

Fall Quarter	Credits Winter Quarter	Credits Spring Quarter	Credits
DESN 338	5 Elective - certificate, minor, or general elective	5 Design Elective ²	5
DESN 368	5 Elective - certificate, minor, or general elective	5 Elective - certificate, minor, or general elective	5
Elective - certificate, minor, or general elective	5 Elective - certificate, minor, or general elective	5 Elective - certificate, minor, or general elective	5
	15	15	15

Fourth Year

Fall Quarter	Credits Winter Quarter	Credits Spring Quarter	Credits
DESN 463	5 DESN 480	5 DESN 490 (Senior Capstone - graduation requirement)	5
DESN 495 (Design Elective) ²	5 DESN 493	2 Elective - certificate, minor, or general elective	5
Elective - certificate, minor, or general elective	5 Elective - certificate, minor, or general elective	5 Elective - certificate, minor, or general elective	5
	Elective - certificate, minor, or general elective	3	
	15	15	15

Total Credits 180

¹ University Graduation Requirements (UGR) and Breadth Area Course Requirements (BACR) courses may be less than 5 credits and additional credits may be required to reach the required 180 total credits needed to graduate. Students should connect with an advisor to ensure they are on track to graduate.

² Design Elective - complete 15 credits from the approved list.

University Competencies and Proficiencies

English (<http://catalog.ewu.edu/undergraduate-degree/#newitemtext>)

Quantitative and Symbolic Reasoning (<http://catalog.ewu.edu/undergraduate-degree/#mathcompproficiencies>)

Placement and Clearance (<http://catalog.ewu.edu/placement/>)

Prior Learning/Sources of Credit AP, CLEP, IB (<http://catalog.ewu.edu/prior-learning/>)

General Education Requirements (<http://catalog.ewu.edu/undergraduate-degree/#generaleducationrequirements>) (GER)

- Minimum Credits—180 cumulative credit hours
 - 60 upper-division credits (300 level or above)
 - 45 credits in residence (attendance) at Eastern, with at least 15 upper-division credits in major in residence at Eastern
- Minimum Cumulative GPA ≥ 2.0

Breadth Area Core Requirements (BACR)

Humanities and Arts (<http://catalog.ewu.edu/undergraduate-degree/#humanitiesandfineartsgcecrtext>)
Natural Sciences (<http://catalog.ewu.edu/undergraduate-degree/#naturalsciencesgcecrtext>)
Social Sciences (<http://catalog.ewu.edu/undergraduate-degree/#socialsciencesgcecrtext>)

University Graduation Requirements (<http://catalog.ewu.edu/undergraduate-degree/#universitygraduationrequirements>) (UGR)

Diversity Course List (<http://catalog.ewu.edu/undergraduate-degree/#cultureandgenderdiversityintheuslisttext>)
World Language (<http://catalog.ewu.edu/undergraduate-degree/#worldlanguagetext>) (for Bachelor of Arts)
Global Studies Course List (<http://catalog.ewu.edu/undergraduate-degree/#internationalstudiesrequirementtext>)
Minor or Certificate (<http://catalog.ewu.edu/undergraduate-degree/#majorminororcertificateugrtext>)
Senior Capstone Course List (<http://catalog.ewu.edu/undergraduate-degree/#capstonecourselisttext>)

Application for Graduation (use EagleNET (<https://inside.ewu.edu/eaglenet/>)) must be made at least two terms in advance of the term you expect to graduate (undergraduate and post-baccalaureate).

Use the Catalog Archives (<http://catalog.ewu.edu/archives/>) to determine *two important catalog years*.

Requirements in Degree Works (<https://inside.ewu.edu/records-and-registration/degree-works/>) are based on these two catalog years:

- a. The catalog *in effect at the student's first term* of current matriculation is used to determine **BACR** (Breadth Area Credit Requirements) **and UGR** (Undergraduate Graduation Requirements).
- b. The catalog *in effect at the time the student declares a major or minor* is used to determine the program requirements.

Students who earn a BDes in Visual Communication Design from EWU should be able to:

- achieve fluency in the visual vocabulary of design;
- demonstrate proficiency in the technical skills relevant to design;
- understand and apply design methods including systems thinking, design thinking, and inclusive design;
- practice communication, problem-solving, leadership, teamwork, equity and inclusion, professionalism, and presentation (including portfolio presentation);
- employ principles of well-being to self, others, and the community.