College of Visual Arts and Design

B.F.A. COMMUNICATION DESIGN

2018-2019 Suggested Four–Year Curriculum (expires August 2026)

FRESHMAN

FALL SEMESTER		SPRING SEMESTER	
☐ ART 1200 or 1301: Art Appreciation	3	☐ ART 1450: Design II	3
☐ ART 1440: Design I	3	☐ ART 1510: Drawing II	3
☐ ART 1500: Drawing I	3	ADES 1540: Foundations for Communication Design	3
ADES 1500: Intro to Comm Design	3	■ College Math Requirement	3
■ ENGL 1310: College Writing I	3	■ ENGL 1320: College Writing II	3
ENTRY PORTFOLIO REVIEW at end of semester.	**15**		**15**

SOPHOMORE

FALL SEMESTER		SPRING SEMESTER	
ADES 1510: Typography I	3	ADES 2510: Typography II	3
ADES 2515: Image Making & Color Theory	3	ADES 2520: Graphic Design	3
☐ ART 2350: Art History Survey I	*3*	☐ ART 2360: Art Hist Survey II	*3*
Menu 1 Course	3	■ HIST 2610 U.S. History to 1865	3
■ *Language, Philosophy and Culture Requirement*	3	■ *Social & Behavioral Sciences Requirement*	3
MID-POINT REVIEW held at end of semester.	**15**	*DEGREE PLAN created in ADES 2510*	**15**

JUNIOR

FALL SEMESTER		SPRING SEMESTER	
ADES 3500: Publication Design	3	ADES 3545: Communication Design Studio	3
ADES 3510: Interaction Design I	3	ADES 3545: Communication Design Studio	3
Advanced Art History	*3*	AEAH 4842: History of Communication Design	*3*
■ HIST 2620 U.S. History since 1865	3	Menu II Course (Advanced)	3
■ Life/Physical *Science Requirement*	*3*	■ Life/Physical *Science Requirement*	*3*
	15	*JUNIOR PORTFOLIO REVIEW at end of semester.*	**15**

SENIOR

FALL SEMESTER		SPRING SEMESTER	
ADES 4525: GD Final Portfolio	3	ADES 4515: Cause-Based Design	3
ADES 4520: GD Advanced Campaigns	3	ADES 4541: Portfolio Development	3
Advanced Art History	*3*	■ Core Course (See Academic Advisor)	*3*
Advanced Elective	*3*	Advanced Elective	*3*
■ PSCI 2306: US and Texas Constitutions & Institutions	*3*	■ PSCI 2305: US Political Behaviour and Policy	*3*
	15	*FINAL SENIOR PORTFOLIO REVIEW at end of semester*	**15**

■ UNT Core Requirement   ☐ Art Core Requirement

Total Number of Required Hours **120**

Menu I: 3 hours—ASTU 2050, 2200, 2210, 2120 or 2130, 2150, 2250, 2350, 2417, 3305, 3310, 3320, 3330, or 3340.
Menu II: 3 hours—ADES 4700; MKTG 3650; ANTH 3101, 3130, 3140, 3300; BEHV 3150; JOUR 3050 or 4052.
Note: 36 hours of art (including 12 advanced hours) must be completed at UNT.
    42 hours must be advanced; 24 of the 42 advanced hours must be completed at UNT.

Pre-Communication Design majors must meet the following criteria for admission to the Communication Design Major:

Complete at least 30 hours of college courses (includes those listed below) and:
   a. Complete ART 1200 or 1301, 1440, 1450, 1500, 1510 and ADES 1500 with a grade of C or better;
   b. Submitted an entry portfolio (https://art.unt.edu/design/communication-design) to the Communication Design Entry Portfolio Review and have been admitted prior to starting the Communication Design Freshman and Sophomore studio sequence.
   c. Complete ADES 1510, 1540, 2515, with a grade of C or better;
   d. Submitted a portfolio (https://art.unt.edu/design/communication-design) to the Communication Design Mid Point Portfolio Review in the fall semester of the Sophomore year;
   e. Have at least a 2.75 GPA on the required Art courses and a minimum 2.25 UNT grade point average.

PORTFOLIO REVIEWS FOR UNDERGRADUATE COMMUNICATION DESIGN MAJORS

Entry Review
Students are admitted into the entry level communication design course (ADES 1540) by Entry Portfolio Review only. After earning grades of C or better in Art Appreciation (ART 1200 or 1301), Design I (ART 1440), and Drawing I (ART 1500) students will be eligible to submit portfolios for admission into the Communication Design program. The review will be held twice each year; top-ranked students will be accepted into the program and assigned positions in Foundations for Communication Design (ADES 1540) for the next spring semester. Both continuing UNT students and new transfer students who wish to enroll in Foundations for Communication Design will be required to participate in the entry portfolio review. For further information regarding required contents of the portfolio and date of the review, consult the web page: https://art.unt.edu/design/communication-design

THE REVIEW IS CONDUCTED IN THE FALL SEMESTER ONLY.

Mid-Point Portfolio Review
At the end of Typography I (ADES 1510) and Image Making & Color Theory (2515) during pre-finals week, students will present their portfolios for review by the entire communication design faculty to determine whether students have developed formal, technical and conceptual skills required in upper division courses. The review will consist of:

• **Communication Design Portfolio** including every project assigned in ADES 1540, 1510 and 2515; in addition to final presentation boards, the portfolio should demonstrate proficiency at the concept, thumbnail sketch, and layout stages.

• **Professional Performance Data** comprised of faculty records regarding student's attendance, deadline performance, daily outside work assignments, etc.

At this review a limited number of students will be selected to proceed to advanced communication design courses.

Junior-Level Portfolio Review
At the conclusion of the two Communication Design Studio (ADES 3545) courses, students will present portfolios to faculty, who will assess overall strengths and weaknesses and who will identify areas of focus for each student prior to the students commencing their senior level portfolio development courses.

Final Senior Portfolio Exit Review
A final exit portfolio review is included in the course requirements for Final Portfolio in Graphic Design (ADES 4525). Strengths and weaknesses in concept, design and overall presentation are evaluated. The successful final portfolio must be industry ready. Students unsuccessful in this review are required to repeat ADES 4525 and the required reviews. Any deficiencies declared by the faculty must be corrected before the portfolio will be approved and a passing grade assigned.

Results: At each review, students will receive an evaluation form identifying strengths and weaknesses that the faculty observes in the work presented. A record of the student's performance will also be provided to the College of Visual Arts and Design.

TRANSFER CREDIT
Special arrangements will be made to review the work of students who have completed communication design courses at other institutions to determine the appropriate entry level into the UNT program. Such students must have their work reviewed again during their first semester at UNT in order to be admitted to subsequent communication design classes. All students, regardless of academic status, must be admitted to the Communication Design Program through the Communication Design Portfolio Review.

STUDENTS WHO DO NOT HAVE AN OFFICIAL DEGREE PLAN ON FILE BEFORE THE SEMESTER THEY PLAN TO GRADUATE MAY NOT APPLY FOR GRADUATION.

For more information visit the CVAD website at http://art.unt.edu/design/communication-design