

# VISUAL COMMUNICATION (BA)

The visual communication program in the Fine Arts Division at Loyola University Chicago prepares students to enter the workforce as design professionals, with graduates employed in graphic design studios, internal design teams, branding firms, cultural institutions, and other creative agencies. Students learn graphic design history, theory, and practice, in a rigorous program that covers the essentials needed by professionals. Graduates of the program have career opportunities in branding and corporate identity, advertising, web design, motion graphics, interface design, package design, mobile interactive design, digital product design, exhibit design, print and publication design, and more.

## Curriculum

### B.A. in Visual Communication (45 Hours)

Code	Title	Hours
<b>Foundation Courses</b>		
FNAR 113	Drawing I	3
FNAR 112	Two-Dimensional Design	3
FNAR 190	Color Theory	3
<b>Art History Courses</b>		
Select one of the following:		3
FNAR 202	Global Art History: Modern Art	
FNAR 364	History of Graphic Design (Fall offering; even years)	
<b>Applied Courses</b>		
FNAR 115	Foundations of Photography	3
FNAR 132	Visual Communication I	3
FNAR 232	Visual Communication II	3
FNAR 233	Digital Media Design	3
FNAR 332	Visual Communication III (Fall only)	3
FNAR 333	Explorations in Typography	3
FNAR 334	Motion Design	3
FNAR 382	Visual Communication IV (Spring only)	3
FNAR 383	Interactive Design	3
<b>Synthesis</b>		
FNAR 380	Internship I	3
FNAR 398	Fine Arts Capstone	3
<b>Optional Electives</b>		
FNAR 118	Printmaking I	
FNAR 213	Drawing II	
COMM 275	Web Design and Usability	
COMM 299	Themes in Film and Digital Media	
FNAR 381	Internship II	
<b>Total Hours</b>		<b>45</b>

### Suggested Course Sequence

The below sequence of courses is meant to be used as a suggested path for completing coursework. An individual student's completion of requirements depends on course offerings in a given term as well as the start term for a major or graduate study. Students should consult their advisor for assistance with course selection.

A total of 45 credit hours are required for the major in Visual Communication.

Course	Title	Hours
<b>Year 1</b>		
<b>Fall</b>		
FNAR 112	Two-Dimensional Design	3
FNAR 113	Drawing I	3
<b>Hours</b>		<b>6</b>
<b>Spring</b>		
FNAR 132	Visual Communication I	3
FNAR 233	Digital Media Design	3
<b>Hours</b>		<b>6</b>
<b>Year 2</b>		
<b>Fall</b>		
FNAR 115	Foundations of Photography	3
FNAR 190	Color Theory	3
FNAR 202 or FNAR 364	Global Art History: Modern Art or History of Graphic Design	3
<b>Hours</b>		<b>9</b>
<b>Spring</b>		
FNAR 232	Visual Communication II	3
FNAR 334	Motion Design	3
<b>Hours</b>		<b>6</b>
<b>Year 3</b>		
<b>Fall</b>		
FNAR 332	Visual Communication III	3
FNAR 333	Explorations in Typography	3
<b>Hours</b>		<b>6</b>
<b>Spring</b>		
FNAR 383	Interactive Design	3
<b>Hours</b>		<b>3</b>
<b>Year 4</b>		
<b>Fall</b>		
FNAR 380	Internship I	3
<b>Hours</b>		<b>3</b>
<b>Spring</b>		
FNAR 382	Visual Communication IV	3
FNAR 398	Fine Arts Capstone	3
<b>Hours</b>		<b>6</b>
<b>Total Hours</b>		<b>45</b>

## College of Arts and Sciences Graduation Requirements

All Undergraduate students in the College of Arts and Sciences are required to take two Writing Intensive courses (6 credit hours) as well as complete a foreign language requirement at 102-level or higher (3 credit hours) or a language competency test. More information can be found here (<https://www.luc.edu/cas/college-requirements/>).

## Additional Undergraduate Graduation Requirements

All Undergraduate students are required to complete the University Core, at least one Engaged Learning course, and UNIV 101. SPCS students are not required to take UNIV 101. Nursing students in the Accelerated BSN program are not required to take core or UNIV 101. You can find more information in the University Requirements (<https://catalog.luc.edu/undergraduate/university-requirements/>) area.

## Learning Outcomes

Upon completion of this program, students will be able to demonstrate:

- An understanding of the role of visual communication in the culture at large
- An understanding of and experience in the variety of forms of visual communication from print to digital media, mastering the basics of visual form, color, typography, photography, layout, and interactive media
- Technical skills used to produce visual communication digitally and by hand
- Knowledge of key historical periods in the history of graphic design
- Skills in critical thinking, written and oral communication, visual literacy, and the conceptualization of self-developed projects
- Readiness for a career through a capstone project, an internship experience, and the preparation of a portfolio and related professional documents