

# Bachelor of Science in Design

This program is for students with strong professional interest in design; desire to select a concentration and specialize in either Interface Design, [2D Animation & Motion Graphics](#), [Graphic Design](#), 3D, or Marketing.

## Degree Requirements (63 units)

Total units for graduation: 120

### Lower-Division Core (24)

ART 1160	Introduction to Drawing and Life Drawing	3
DES 1100	Digital Applications Basics	3
DES 1103	Social History of Design	3
DES 1104	Design Theory in Context	3
DES 1110	Fundamental Design Principles	3
DES 1125	Design Thinking - Problem Solving & Critical Thinking in Visual Studies	3
DES 2005	Typography and Layout	3
DES 2600	Digital 3D and Time-Based Media	3

### Upper-Division Core (24)

DES 3020	Branding and Brand Identity Design	3
DES 3100	Junior Portfolio Review	0
DES 3130	Junior Design Topics	3
DES 3205	Web and Application Design	3
DES 3300	Digital Illustration	3
DES 3500	Business of Creativity	3
DES 4100	Design Center - Collaborative Project-Based Learning	3
DES 4130	Senior Design Topics	3
Choose one from the following:		3
DES 4195	Design Portfolio	
DES 5590	Design Internship	

### Concentration (15)

Complete five courses in one of the concentrations listed below.

**Total Units 63**

## Concentrations (15 units)

### Graphic Design Concentration (15 units)

DES 3600	Digital Motion Graphics	3
DES 3615	Video Editing	3
DES 3700	Infographic and Data Visualization Design	3
DES 3715	User Interface and User Experience Design	3
DES 4015	Advertising and Promotion Design	3
<b>Total Units</b>		<b>15</b>

### Interface Design Concentration (15 units)

DES 3700	Infographic and Data Visualization Design	3
DES 3715	User Interface and User Experience Design	3
DES 4300	Application Programming for Designers	3
DES 4800	Physical Product Design	3
DES 4815	Interaction Design Futures	3
<b>Total Units</b>		<b>15</b>

### 2D Animation & Motion Graphics Concentration (15 units)

DES 3600	Digital Motion Graphics	3
DES 3615	Video Editing	3
DES 3650	Experimental Animation	3
DES 4600	Advanced 2D Animation and Motion Graphics	3
DES 4625	Storyboarding	3
<b>Total Units</b>		<b>15</b>

### 3D Concentration (15 units)

DES 3800	Advanced Modeling	3
DES 3835	Character Design	3
DES 3840	3D Rigging	3
DES 4825	3D Animation	3
DES 4855	Real-Time Rendering	3
<b>Total Units</b>		<b>15</b>

### Marketing Concentration (15 units)

DES 4015	Advertising and Promotion Design	3
MKTG 3050	Marketing Principles	3
MKTG 4100	Consumer Behavior	3
MKTG 4200	Marketing Communications	3
MKTG 5400	Digital Marketing	3
<b>Total Units</b>		<b>15</b>