

# Bachelor of Science in Design

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*Pending Chancellor's Office approval*

This program is for students with professional interest in design and desire to select a concentration and specialize in either Interface Design, Motion, 3D, or Marketing.

## Requirements (60 units)

**Total units for graduation: 120**

## Requirements for the B.S. in Design

### Lower-Division Core (24)

DES 1100	Digital Applications Basics	3
DES 1110	Fundamental Design Principles	3
DES 1125	Design Thinking - Problem Solving & Critical Thinking in Visual Studies	3
DES 2600	Digital 3D and Time-Based Media	3
DES 2005	Typography and Layout	3
DES 2405	Application Programming for Designers	3
DES 1103	Social History of Design	3
DES 1104	Design Theory in Context	3

### Upper-Division Core (24)

DES 3100	Junior Portfolio Review	0
DES 3130	Junior Design Topics	3
DES 3500	Business of Creativity	3
DES 3130	Junior Design Topics	3
DES 3715	User Interface and User Experience Design	3
DES 4130	Senior Design Topics	3
DES 4100	Design Center - Collaborative Project-Based Learning	3
DES 4130	Senior Design Topics	3
DES 4195	Design Portfolio	3

### Concentration (12)

Complete four courses in one of the concentrations listed below.

**Total Units 60**

## Concentrations (12 units)

### Interface Design Concentration (12 units)

DES 3020	Branding and Brand Identity Design	3
DES 3205	Web and Application Design	3
DES 3700	Infographic and Data Visualization Design	3
DES 4015	Advertising and Promotion Design	3
<b>Total Units</b>		<b>12</b>

### Motion Concentration (12 units)

DES 3600	Digital Motion Graphics	3
DES 3615	Video Editing	3
DES 4625	Storyboarding	3
DES 4610	Virtual Reality	3
<b>Total Units</b>		<b>12</b>

### 3D Concentration (12 units)

DES 3800	Advanced Modeling	3
DES 3835	Character Design	3
DES 4800	Computer-Aided Design (CAD)	3
DES 4825	3D Animation	3
<b>Total Units</b>		<b>12</b>

### Marketing Concentration (12 units)

MKTG 3050	Marketing Principles	3
MKTG 4100	Consumer Behavior	3
MKTG 4750	Digital Marketing	3
MKTG 4460	Integrated Marketing Communications	3
<b>Total Units</b>		<b>12</b>