Bachelor of Arts in Design Studies

This program is for students with general interest in the study of design but a desire to pursue coursework and professional interests in other areas.

Requirements (36 units)

Total units required for graduation: 120

Requirements for the Bachelor of Arts in Design Studies

(Program Code: DEST)

<table>
<thead>
<tr>
<th>Lower-Division Requirements (18)</th>
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<tbody>
<tr>
<td>DES 1100 Digital Applications Basics</td>
<td>3</td>
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<tr>
<td>DES 1110 Fundamental Design Principles</td>
<td>3</td>
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<tr>
<td>DES 1125 Design Thinking - Problem Solving &amp; Critical Thinking in Visual Studies</td>
<td>3</td>
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<tr>
<td>DES 2600 Digital 3D and Time-Based Media</td>
<td>3</td>
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<tr>
<td>DES 2005 Typography and Layout</td>
<td>3</td>
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<tr>
<td>DES 2405 Application Programming for Designers</td>
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<thead>
<tr>
<th>Upper-Division Requirements (18)</th>
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<tbody>
<tr>
<td>Eighteen units chosen from:</td>
<td>18</td>
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<tr>
<td>DES 4015 Advertising and Promotion Design</td>
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<tr>
<td>DES 3700 Infographic and Data Visualization Design</td>
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<tr>
<td>DES 3205 Web and Application Design</td>
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<tr>
<td>DES 3020 Branding and Brand Identity Design</td>
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<tr>
<td>DES 3600 Digital Motion Graphics</td>
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<td>DES 3615 Video Editing</td>
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<td>DES 4625 Storyboarding</td>
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<td>DES 4610 Virtual Reality</td>
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<td>DES 3800 Advanced Modeling</td>
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<td>DES 3835 Character Design</td>
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<td>DES 4800 Computer-Aided Design (CAD)</td>
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<td>DES 4825 3D Animation</td>
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<tr>
<td>DES 3130 Junior Design Topics</td>
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<td>DES 4130 Senior Design Topics</td>
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<tr>
<td>MKTG 3050 Marketing Principles</td>
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<td>MKTG 4100 Consumer Behavior</td>
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<td>MKTG 4460 Integrated Marketing Communications</td>
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<td>MKTG 4750 Digital Marketing</td>
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Total Units 36