

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)

Lower-Division Requirements (18)

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

Upper-Division Requirements (18)

Eighteen units chosen from:		18
DES 4015	Advertising and Promotion Design	
DES 3700	Infographic and Data Visualization Design	
DES 3205	Web and Application Design	
DES 3020	Branding and Brand Identity Design	
DES 3600	Digital Motion Graphics	
DES 3615	Video Editing	
DES 4625	Storyboarding	
DES 4610	Virtual Reality	
DES 3800	Advanced Modeling	
DES 3835	Character Design	
DES 4800	Computer-Aided Design (CAD)	
DES 4825	3D Animation	
DES 3130	Junior Design Topics	
DES 4130	Senior Design Topics	
MKTG 3050	Marketing Principles	
MKTG 4100	Consumer Behavior	
MKTG 4460	Integrated Marketing Communications	
MKTG 4750	Digital Marketing	

Total Units **36**