

Degree: BFA in Design (Concentration in Marketing)
Transfer 4.5-Year Academic Roadmap

Year 1: Freshman Year

Fall	Term(s)	Pre-req	Pre-req Courses	Units
DES 1100 Digital Applications Basics	Fall			3
DES 1110 Fundamental Design Principles	Fall			3
GE	Fall			3
GE	Fall			3
GE	Fall			3
Semester Total				15

Spring	Term(s)	Pre-req	Pre-req Courses	Units
DES 1125 Design Thinking -	Spring			3
AH 1103, 1104, 1221, 1222 (Choose 1 course)	Spring			3
GE	Spring			3
GE	Spring			3
GE	Spring			3
Semester Total				15

Year 2: Sophomore Year

Fall	Term(s)	Pre-req	Pre-req Courses	Units
DES 2005 Typography and Layout	Fall			3
AH 1103, 1104, 1221, 1222 (Choose 1 course)	Fall			3
GE	Fall			3
GE	Fall			3
GE	Fall			3
Semester Total				15

Spring	Term(s)	Pre-req	Pre-req Courses	Units
DES 2405 Application Program	Spring			3
DES 2600 Digital 3D and Time	Spring			3
GE	Spring			3
GE	Spring			3
GE	Spring			3
Semester Total				15

Year 3: Junior Year

Fall	Term(s)	Pre-req	Pre-req Courses	Units
Des 3100 Junior Portfolio Review	Fall	TRUE	Transfer course articulat	0
Des 3500 The Business of Creativity	Fall	TRUE	Des 3100	3
MKTG 3050 Marketing Principles	Fall	TRUE	Des 3100	3
Des 3130 Junior Topics	Fall	TRUE	Des 3100	3
GE/ Free elective	Fall	FALSE		3
GE/ Free elective	Fall	FALSE		3
Semester Total				15

Spring	Term(s)	Pre-req	Pre-req Courses	Units
Des 3715 User Interface and	Spring	TRUE	Des 3100, Des 3500, Des 3130	3
MKTG 4100 Consumer Beha	Spring	TRUE	Des 3100, Des 3500, Des 3130	3
Des 3130 Junior Topics	Spring	TRUE	Des 3100, Des 3500, Des 3130	3
GE/ Free elective	Spring	FALSE		3
GE/ Free elective	Spring	FALSE		3
Semester Total				15

Year 4: Senior Year

Fall	Term(s)	Pre-req	Pre-req Courses	Units
Des 4100 Design Center- Collaborative Proj	Fall	TRUE	Des 3100, Des 3500, De	3
MKTG 4460 Integrated Marketing Communi	Fall	TRUE	Des 3100, Des 3500, De	3
Des 4130 Senior Topics	Fall	TRUE	Des 3100, Des 3500, De	3
GE/ Free elective	Fall	FALSE		3
GE/ Free elective	Fall	FALSE		3
Semester Total				15

Spring	Term(s)	Pre-req	Pre-req Courses	Units
Des 4195 Design Portfolio	Spring	TRUE	Des 3100, Des 3500, Des 3130,	3
MKTG 4750 Digital Marketing	Spring	TRUE	Des 3100, Des 3500, Des 3130,	3
Des 4130 Senior Topics	Spring	TRUE	Des 3100, Des 3500, Des 3130,	3
GE/ Free elective	Spring	FALSE		3
GE/ Free elective	Spring	FALSE		3
Semester Total				15

Year 5: BFA Final Year

Fall	Term(s)	Pre-req	Pre-req Courses	Units
Des 5100 Design Capstone Thesis: Research	Fall			6
Des 5115 Design Capstone Thesis: Project	Fall			6
Semester Total				12