

**Bachelor of Fine Arts - Design - Marketing Concentration**  
**First Time Freshman Academic Roadmap**

Year 1: Freshman Year				Year Total				24
Fall Semester	Terms Offered	Prerequisite Courses	Units	Spring Semester	Terms Offered	Prerequisite Courses	Units	
DES 1100 - Digital Application Basics	Fall		3	DES 1125 - Design Thinking	Spring		3	
DES 1110 - Fundamental Design Principles	Fall		3	ART 1160 - Beginning Drawing and Life Drawing	Fall & Spring		3	
General Education	Fall & Spring		3	General Education	Fall & Spring		3	
General Education	Fall & Spring		3	General Education	Fall & Spring		3	
<b>Semester Total</b>			<b>12</b>	<b>Semester Total</b>			<b>12</b>	

Year 2: Sophomore Year				Year Total				25
Fall Semester	Terms Offered	Prerequisite Courses	Units	Spring Semester	Terms Offered	Prerequisite Courses	Units	
DES 2600 - Digital 3D & Time Based Media	Fall		3	DES 2005 - Typography & Layout	Spring	DES 1100, 1110, ART 1160	3	
DES 1103 Social History of Design	Fall		3	DES 1104 Design Theory in Context	Spring		3	
General Education	Fall & Spring		3	General Education	Fall & Spring		3	
General Education	Fall & Spring		3	General Education	Fall & Spring		3	
<b>Semester Total</b>			<b>12</b>	<b>Semester Total</b>			<b>13</b>	

Year 3: Junior Year				Year Total				24
Fall Semester	Terms Offered	Prerequisite Courses	Units	Spring Semester	Terms Offered	Prerequisite Courses	Units	
DES 3100 - Junior Portfolio Review	Fall	DES 1100, 1110, 2005, 2600	0	DES 3130 - Junior Design Topics	Fall & Spring	DES 1100, 1110, 1103, 1104, 1125, 2005, 2600	3	
DES 3020 - Branding and Brand Identity Design	Fall	DES 1100, 1110, 1103, 1104, 1125, 2005, 2600, ART 1160	3	DES 3205 - Web and Application Design	Spring	DES 1100, 1110, 2005	3	
DES 3300 - Digital Illustration	Fall	DES 1100, ART 1160	3	MKTG 3050 - Marketing Principles	Fall & Spring		3	
DES 3500 - Business of Creativity	Fall	DES 1100, 1110, 1125	3	General Education	Fall & Spring		3	
General Education	Fall & Spring		3	<b>Semester Total</b>			<b>12</b>	
<b>Semester Total</b>			<b>12</b>	<b>Semester Total</b>			<b>12</b>	

Year 4: Senior Year				Year Total				24
Fall Semester	Terms Offered	Prerequisite Courses	Units	Spring Semester	Terms Offered	Prerequisite Courses	Units	
DES 4100 - Design Center - Collaborative PBL	Fall	DES 1100, 1110, 1103, 1104, 1125, 2005, 2600, ART 1160	3	DES 4015 - Advertising and Promo Design	Spring	DES 1100, 1110, 1103, 1104, 1125, 2005, 2600	3	
DES 4130 - Senior Design Topics	Fall & Spring	DES 1100, 1110, 1103, 1104, 1125, 2005, 2600	3	MKTG 4200 - Marketing Communications	Fall & Spring	MKTG 3050, MKTG 3160	3	
MKTG 4100 - Consumer Behavior	Fall & Spring	MKTG 3050	3	General Education	Fall & Spring		3	
General Education	Fall & Spring		3	General Education	Fall & Spring		3	
<b>Semester Total</b>			<b>12</b>	<b>Semester Total</b>			<b>12</b>	

Year 5: BFA Final Year				Year Total				24
Fall Semester	Terms Offered	Prerequisite Courses	Units	Spring Semester	Terms Offered	Prerequisite Courses	Units	
DES 5110 - Design Capstone Thesis - Research	Fall	DES Core (1100 - 4130), ART 1160	3	DES 5125 Design Capstone Thesis - Project	Spring	DES Core (1100 - 4130), ART 1160, DES 5110	3	
MKTG 5400 - Digital Marketing	Fall	MKTG 3050	3	DES 4195 - Design Portfolio or DES 5590 Internship	Fall and/or Spring	DES Core (1100 - 4130), ART 1160 or Jr/Sr standing	3	
General Education	Fall & Spring		3	Free Elective	Fall & Spring		3	
Free Elective	Fall & Spring		3	Free Elective	Fall & Spring		3	
<b>Semester Total</b>			<b>12</b>	<b>Semester Total</b>			<b>12</b>	
<b>Degree Units Total</b>							<b>121</b>	