Bachelor of Arts in Design Studies

Pending CO Approval

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)

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
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</thead>
<tbody>
<tr>
<td>DES 1100</td>
<td>Digital Applications Basics</td>
<td>3</td>
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<tr>
<td>DES 1110</td>
<td>Fundamental Design Principles</td>
<td>3</td>
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<tr>
<td>DES 1125</td>
<td>Design Thinking - Problem Solving &amp; Critical Thinking in Visual Studies</td>
<td>3</td>
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<tr>
<td>DES 2600</td>
<td>Digital 3D and Time-Based Media</td>
<td>3</td>
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<tr>
<td>DES 2005</td>
<td>Typography and Layout</td>
<td>3</td>
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<tr>
<td>DES 2405</td>
<td>Application Programming for Designers</td>
<td>3</td>
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Upper-Division Requirements (18)

Eighteen units chosen from: 18

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<thead>
<tr>
<th>Course</th>
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<tbody>
<tr>
<td>DES 4015</td>
<td>Advertising and Promotion Design</td>
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<tr>
<td>DES 3700</td>
<td>Infographic and Data Visualization Design</td>
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<tr>
<td>DES 3205</td>
<td>Web and Application Design</td>
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<tr>
<td>DES 3020</td>
<td>Branding and Brand Identity Design</td>
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<tr>
<td>DES 3600</td>
<td>Digital Motion Graphics</td>
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<tr>
<td>DES 3615</td>
<td>Video Editing</td>
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<td>DES 4625</td>
<td>Storyboarding</td>
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<tr>
<td>DES 4610</td>
<td>Virtual Reality</td>
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<tr>
<td>DES 3800</td>
<td>Advanced Modeling</td>
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<td>DES 3835</td>
<td>Character Design</td>
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<td>DES 4800</td>
<td>Computer-Aided Design (CAD)</td>
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<td>DES 4825</td>
<td>3D Animation</td>
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<td>DES 3130</td>
<td>Junior Design Topics</td>
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<td>Senior Design Topics</td>
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<td>MKTG 3050</td>
<td>Marketing Principles</td>
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<td>MKTG 4100</td>
<td>Consumer Behavior</td>
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<td>Integrated Marketing Communications</td>
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<tr>
<td>MKTG 4750</td>
<td>Digital Marketing</td>
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Total Units 36