

BA Design Studies

2024–2025 Catalog

Design Electives

Departmental advisor-approved design electives. 2 Lower Division and 2 Upper Division design electives are required.

Select 6 units of Lower Division Design Electives		Units	(Upper Division Design Electives continued)		
ADV 91	Introduction to Advertising	3	ARTH 110	History & Theory of New Media	3
ADV 93	Design Fundamentals for Advertising 1 (Fall)	3	ARTH 126	History of Photography	3
ADV 94	Design Fundamentals for Advertising 2 (Spring)	3	ARTH 160	Modern Architecture	3
ART 13	Three-Dimensional Design Concepts	3	ARTH 161	Contemporary Architecture	3
ART 14	Color	3	ARTH 162	California Architecture	3
ART 46	Introduction to Ceramics	3	ARTH 190B	Early Modernist Art	3
ART 47	Introduction to Metalsmithing Beginning	3	ARTH 190C	20th Century Art: from Dada to Pop	3
ART 68	Sculpture: Object & Concept	3	ARTH 192A	Modern Design	3
ART 74	Introduction to Digital Video Art	3	ARTH 192C	History of Interior Design	3
BUS 92	Introduction to Business Programming	3	BUS2 130	Introduction to Marketing	3
BUS3 16	Introduction to Leadership & Innovation	3	BUS2 131A	Business to Business Marketing	3
CMPE 30	Programming Concepts & Methodology	3	BUS2 131C	Marketing of High Technology	3
COMM 60	Verbal Reasoning	3	BUS2 134A	Consumer Behavior	3
CS 22A	Python Programming for Non Majors I	3	BUS3 181	Introduction to Entrepreneurship	3
CS 22B	Python Programming for Non Majors II	3	CA 175	Seminar in Creative Process	3
CS 46A	Introduction to Programming	3	CA 176	Creativity & Creative Leadership	3
CS 49C	Programming in C	3	CA 194	Community Building through Art Organizations	3
ENGR 10	Introduction to Engineering	3	CMPE 101	Programming Concepts & Problem Solving	3
ENG 70	Emerging Modernisms & Beyond	3	DSID 126	Ergonomics for Design	3
JOUR 61	Writing for Print, Electronic and Online Media	3	DSIT 106	Architectural Project Materials	3
JOUR 95	Beginning Digital News Photography	3	ENGR 103	Life Cycle Engineering	3
MCOM 63	New Media	3	ENGL 116	Myth & Literature	3
MCOM 70	Visual Communication for Modern Media	3	ENGL 117B	Film, Literature & Culture	3
PHOT 40	Introduction to Photography	3	ENGL 176	The Short Story	3
PR 99	Contemporary Public Relations	3	ENVS 132	Solar Home Design	3
RTVF 20	Introduction to Sound Production	3	ENVS 118	Sustainable Home Gardens	3
RTVF 30	Introduction to Film/TV Production	3	ENVS 152	Globalization & the Environment	3
RTVF 31	Film & Television Aesthetics	3	HA 187	Creative Practicum	3
RTVF 80	Introduction to Media	3	HUM 101	Human Life: Let's Think About It	3
RTVF 82	Introduction to Film History	3	ISE/ENG 103	Life Cycle Engineering	3
TA 5	Acting	3	ISE 164	Computer & Human Interaction	3
Select 6 units of Upper Division Design Electives		Units	JOUR 133	Editing and News Management	3
Some courses have prerequisite requirement			MCOM 104	Introduction to Mass Communications	3
ADV 121	Consumer Advertising	3	MCOM 105	Lifestyles, Diversity & the Media	3
ADV 122	Business-to-Business Advertising	3	MCOM 106	Global Mass Communication	3
ADV 123	Broadcast & New Media	3	PHIL 106	Philosophy of Art	3
ADV 130	Advertising Portfolio 1	3	PHIL 122	Social Justice	3
ADV 131	Advertising Portfolio 2	3	PHIL 126	Environment Ethics & Philosophy	3
ADV 132	UX and UI Design for Advertising	3	PHOT 112	Color Photography	3
ADV 124	Copywriting	3	PHOT 115	Intermediate Digital Imaging	3
AMS 179	American Pop Culture	3	PHOT 120	Image & Idea	3
ANTH 102	Silicon Valley Connections	3	PHOT 121	Introduction to Studio Lighting	3
ANTH 105	Applied Anthropology	3	PHOT 123	Photographic Illustration	3
ANTH 132	Creating Built Words	3	PSYC 135	Cognition	3
ANTH 133	Organizational Cultures	3	PSYC 157	Psychology of Motivation	3
ART 101	Digital Media Art	3	PSYC 158	Perception	3
ART 103	Art as System	3	RTVF 160	Introduction to Screenwriting	3
ART 104	Interdisciplinary Seminar in Digital Media Art	3	RTVF 132A	Introduction to Cinematography	3
ART 105	Advanced Digital Video	3	URBP 148	Intro Spatial Vis Tech in Urb Plan	3
ART 106	Topics in Human Machine Interface	3	URBP 151	Intro to Urban Design	3
ART 132	Topics – Vessel	3	URBP 152	Intro to Urban Design Studio	3
ART 147	Wearable Sculpture	3			
ART 149	Lost Wax	3			
ART 151	Print Making	3			
ART 140	Glass	3			
ART 141	Blow Molds	3			
ART 172	Intermediate Sculpture: System/Structure	3			

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