



# BACHELOR OF FINE ARTS





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## Major in Visual Communication

### FIRST SEMESTER

Course Code	Course Title	LEC	LAB	Prerequisites
BFA1101	Visual Perception 1	2	1	
BFA1201	Techniques 1	2	1	
BFA1302	History of Philippine Art	3		
GED0106	Art Appreciation	3		
GED0109	Speech Communication	3		
GED0110	Understanding the Self	3		
GED0116	Retorika	3		
NST0101	National Service Training Program 1	3		
WRP0201	Wellness and Recreation Program 1	1.5		
	<b>Total Units</b>	<b>23.5</b>	<b>2</b>	

### SECOND SEMESTER

Course Code	Course Title	LEC	LAB	Prerequisites
BFA1102	Visual Perception 2	2	1	BFA1101
BFA1203	Techniques 2	2	1	BFA1201
BFA1401	History of World Arts 1	3		
GED0101	College Academic Skills in English	3		
GED0102	Life and Works of Rizal	3		
GED0103	Mathematics in the Modern World	3		
NST0102	National Service Training Program 2	3		
WRP0202	Wellness and Recreation Program 2	1.5		
	<b>Total Units</b>	<b>20.5</b>	<b>2</b>	

**FIRST SEMESTER**

Course Code	Course Title	LEC	LAB	Prerequisites
BFA1202	Materials 1	2	1	
BFA1205	Figure Drawing 1 (Anatomy and Figure Drawing with Nude Model)	2	1	BFA1102, BFA1203
BFA1301	History of World Arts 2 (Asian Art)	3		BFA1401
FAV1201	Digital Design 1 (Photoshop and Photo Manipulation)	2	1	BFA1102
GED0113	The Filipino in the Contemporary World	3		
GED0119	Purposive Communication	3		GED101
WRP0203	Wellness and Recreation Program 3	1.5		
	<b>Total Units</b>	<b>16.5</b>	<b>3</b>	

**SECOND SEMESTER**

Course Code	Course Title	LEC	LAB	Prerequisites
BFA1204	Materials 2	2	1	BFA1202
BFA1206	Figure Drawing 2 (Advance Illustration in Digital Arts)	2	1	BFA1205
FAV1101	Visual Communication Design 1 (Typography and Aesthetics of Logo Design)	2	1	BFA1203
FAV1204	Digital Design 2 (Desktop Publication)	2	1	FAV1201
GED0107	Readings in Philippine History	3		
GED0114	Applied Ethics in Contemporary Times	3		
GED0120	Scholarly Inquiry	3		GED0119
WRP0204	Wellness and Recreation Program 4	1.5		
	<b>Total Units</b>	<b>18.5</b>	<b>4</b>	

**SUMMER**

Course Code	Course Title	LEC	LAB	Prerequisites
GED0104	Science, Technology, and Society	3		
GED0117	Culture, Society, Ideas, and Innovations	3		
GED0118	Talakayan sa Makabuluhang Araling Pangkultura, Panlipunan at Reyalistikong Usapin sa Wika (TAMARAW)	3		
	<b>Total Units</b>	<b>9</b>		

**FIRST SEMESTER**

Course Code	Course Title	LEC	LAB	Prerequisites
FAV1102	Design Theory	3		BFA1102
FAV1103	Visual Communication Design 2 (Layout Design for Various Media)	2	1	FAV1101
FAV1106	Creative Research	3		GED0120
FAV1202	Photography 1 (with Nude Model)	2	1	BFA1102
FAV1203	Production Techniques 1 (Print Production)	2	1	BFA1203, BFA1204
FAV1207	Digital Design 3 (2D Animation)	2	1	FAV1204
FAV1208	Production for Electronic Media 1	2	1	FAV1204
WRP0205	Wellness and Recreation Program 5	1.5		
	<b>Total Units</b>	<b>17.5</b>	<b>5</b>	

**SECOND SEMESTER**

Course Code	Course Title	LEC	LAB	Prerequisites
FAV1104	Visual Communication Design 3 (Principles of Creative Advertising Arts)	3	1	FAV1103
FAV1205	Photography 2 (Advance Photography: Fashion, Outdoor, Action Shoot)	2	1	FAV1202
FAV1206	Production Techniques 2 (Package Design)	2	1	FAV1203
FAV1209	Digital Design 4	2	1	FAV1207
FAV1210	Production for Electronic Media 2	2	1	FAV1208
FAV1301	Visual Verbal Communication	3		FAV1103
FAV1402	Fashion Design (FA Elective 1)	2	1	BFA1206
WRP0206	Wellness and Recreation Program 6	1.5		
	<b>Total Units</b>	<b>16.5</b>	<b>6</b>	

The Certificate in Visual Communication will be granted after completion of all courses from 1st Semester 1st Year to 2nd Semester Third Year

**SUMMER**

Course Code	Course Title	LEC	LAB	Prerequisites
FAV1504	Practicum for Visual Communication	3		FAV1104, FAV1206, FAV1205, FAV1209, FAV1210, FAV1301
	<b>Total Units</b>	<b>3</b>		



**FIRST SEMESTER**

Course Code	Course Title	LEC	LAB	Prerequisites
FAV1105	Visual Communication Design 4 (Effective Advertising and Marketing Campaigns for Creative Arts)	2	1	FAV1104
FAV1302	Problems in Visual Communication	3		FAV1104, FAV1102
FAV1303	Seminar in Creative Management	3		FAV1504
FAV1401	Creative Event Design (Visual Communication Elective 1)	2	1	FAV1103
FAV1502	Thesis 1 - Directed Research for Visual Communication	3	2	FAV1504
WRP0207	Wellness and Recreation Program 7	1.5		
	<b>Total Units</b>	<b>14.5</b>	<b>4</b>	

**SECOND SEMESTER**

Course Code	Course Title	LEC	LAB	Prerequisites
FAV1107	Design Portfolio (Front End Web Design)	2	1	FAV1105
FAV1404	Creative Design for Apps (Visual Communication Elective 2)	2	1	FAV1209
FAV1405	Principles of Digital Marketing (Visual Communication Elective 3)	2	1	FAV1209
FAV1503	Thesis 2 - Research Application for Visual Communication	3	2	FAV1502
WRP0208	Wellness and Recreation Program 8	1.5		
	<b>Total Units</b>	<b>10.5</b>	<b>5</b>	

The Bachelor of Fine Arts major in Visual Communication diploma shall be granted after completion of all courses from 1st Year 1st Semester to 2nd Semester 4th Year and all university requirements.

**Total Number of Units****150****31****181****PROFESSIONAL ELECTIVES**

Course Code	Course Title	LEC	LAB	Prerequisites
FAV1401	Creative Event Design (Visual Communication Elective 1)	2	1	FAV1103
FAV1402	Fashion Design (Fine Arts Elective 1)	2	1	BFA1206
FAV1403	Visual Merchandising Arts	2	1	FAV1105
FAV1404	Creative Design for Apps (Visual Communication Elective 2)	2	1	FAV1209
FAV1405	Principles of Digital Marketing (Visual Communication Elective 3)	2	1	FAV1209



**AR. RAQUEL BAQUIRAN**

Dean

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