

Republic of the Philippines

BATANGAS STATE UNIVERSITY Pablo Borbon Main II, Alangilan, Batangas City



COLLEGE OF ENGINEERING, ARCHITECTURE & FINE ARTS

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CURRICULUM

Bachelor of Fine Arts and Design Major in Visual Communication (BFAD)

Academic Year 2018-2019

Reference CMOs: CMO No. 43 s. 2017, CMO No. 4 s. 2018 and CMO No. 20, s. 2013

Curriculum Description

The program is characterized by the process of 1) pursuing aesthetics concerns, 2) using visual and supplementary sensory devises creatively to translate ideas and 3) producing and authoring media and related technologies to express ideas, communicate message, and raise opinions to elicit reactions and action from audiences, users, or receivers of information.

Program Educational Objectives of Fine Arts major in Visual Communication

The fine arts major in visual communication alumni three to five years after graduation shall:

- 1. Effectively practice the use of art and design devices in developing communication campaigns through traditional and non-traditional media
- 2. Be a recognized professional in advertising industry and in creative media and marketing
- 3. Adhere to professional and ethical practice in art, design and management

Student Outcomes

The following skills, knowledge, and behavior are expected to be attained by students as they progress through the program:

- a. Ability to apply knowledge of art and design and competence in the field of fine arts
- b. Ability to conceptualize and apply the principles of design in creative output
- c. Ability to design a system, component, or process to meet the desired needs within realistic constraints such as economic, environmental, social, political, ethical, health and safety, manufacturability, and sustainability, in accordance to standards
- d. Ability to function on multidisciplinary teams
- e. Ability to transform concepts into artworks
- f. Understanding of professional and ethical responsibility
- g. Ability to communicate effectively
- h. Broad education necessary to understand the impact of fine arts design output in a global, economic, environmental, and societal context
- i. Recognition of the need for, and an ability to engage in life-long learning
- j. Knowledge of history, culture and contemporary arts
- k. Ability to use techniques, skills, and modern fine arts tools necessary for fine arts practice
- 1. Knowledge and understanding of engineering and management principles as a member and leader in a team, to manage projects and in multidisciplinary environments.

CURRICULUM COMPONENTS

Classification (Field (Course		No. of Hou	Credit	
Classification/ Field / Course		Lecture	Studio	Units
I. TECHNICAL COURSES				
A. Core Courses				
Visual Perception 1		2	3	3
Visual Perception 2		2	3	3
Techniques 1		2	3	3
Techniques 2		2	3	3
Materials 1		2	3	3
Materials 2		2	3	3
Art History 1		2	3	3
Art History 2		3	0	3
Sub	o-Total	17	21	24
B. Major Courses				
Figure Drawing 1		2	3	3
Figure Drawing 2		2	3	3
Design Theory		3	0	3
Creative Research		2	3	3
Portfolio		2	4	3
Visual Communication Design 1		2	3	3
Visual Communication Design 2		2	3	3
Visual Communication Design 3		2	3	3
Visual Communication Design 4		2	3	3
Digital Design 1		2	4	3
Digital Design 2		2	4	3
Digital Design 3		2	4	3
Digital Design 4		2	4	3
Production Techniques 1		2	3	3
Production Techniques 2		2	3	3
Photography 1		2	4	3
Photography 2		2	4	3
Visual Verbal Communication		2	3	3
Problem in Visual Communication		2	3	3
Seminar in Creative Management		2	3	3
Directed Research		2	4	3
Thesis		4	6	6
Professional Seminar Workshop			200	3
Production for Electronic Media 1		2	4	3
Production for Electronic Media 2		2	4	3
	o-Total	51	282	78
C. Elective Courses				_
Viscom Elective - Product Design and Development		2	3	3
Viscom Elective- Scenography		2	4	3
FA Elective - Philippine Art History		3	0	3
FA Elective - Visual Display		3	0	3
	o-Total	10	7	12
Total Technical Courses		78	310	114
II. NON-TECHNICAL COURSES				
A. General Education Core Courses				
Understanding the Self		3	0	3
Readings in Philippine History		3	0	3
Mathematics in the Modern World		3	0	3
Contemporary World		3	0	3
Ethics		3	0	3
Science, Technology and Society		3	0	3
Purposive Communication		3	0	3
Art Appreciation		3	0	3
Sub	o-Total	24	0	24

B. Mandated Subjects			
Filipino 1 (Kontekstwalisadong Komunikasyon sa Filipino)	3	0	3
Filipino 2 (Filipino sa Iba't Ibang Disiplina)	3	0	3
ASEAN Literature	3	0	3
Life and Works of Rizal	3	0	3
Sub-Total	12	0	12
Total Non-Technical Courses	36	0	36
II. NON-ACADEMIC (MISCELLANY) COURSES			
PE 101	2	0	2
PE 102	2	0	2
PE 103	2	0	2
PE 104	2	0	2
NSTP 111	3	0	3
NSTP 121	3	0	3
Sub-Total	14	0	14
Total Non-Academic Courses	14	0	14
GRAND TOTAL	128	310	164

SUMMARY				
Courses	Number of Units			
I. Technical Courses				
A. Core Courses	24			
B. Major Courses	78			
C. Elective Courses	12			
II. Non-Technical Courses				
A. General Education Core Courses	24			
B. Mandated Subjects	12			
III. Non-Academic (Miscellany) Courses				
PE	8			
NSTP	6			
GRAND TOTA	AL 164			

PROGRAM OF STUDY

	FIRST YE	CAR				
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			Hour/s			
Course Code	Course Title	Lec	Stud	Unit/s	Pre-requisite/s	Co-requisite/s
FAVC 401	Visual Perception 1	2	3	3		
FAVC 402	Techniques 1	2	3	3		
FAVC 403	Materials 1	2	3	3		
FAVC 404	Art History 1	2	3	3		
Litr 102	ASEAN Literature	3	0	3		
GEd107	Ethics	3	0	3		
GEd101	Understanding the Self	3	0	3		
PE 101	Physical Fitness, Gymnastics and Aerobics	2	0	2		
NSTP 111	National Service Training Program 1	3	0	3		
	Total	22	12	26		
	FIRST YE					
	Second Sen					_
Course Code	Course Title		Hour/s	Unit/s	Pre-requisite/s	Co-requisite/s
EAVO 405	Visual Bernardian 2	Lec	Stud			•
FAVC 405	Visual Perception 2	2	3	3	FAVC 401	
FAVC 406	Techniques 2 Materials 2	2	3	3	FAVC 402	
FAVC 407 FAVC 408	Art History 2	2	3	3	FAVC 403	
GEd108	Art Appreciation	3	0	3	FAVC 404	
GEd108	Readings in Philippine History	$\frac{3}{3}$	0	3 3		
Fili 101	Kontekstwalisadong Komunikasyon sa Filipino	$\frac{3}{3}$	0	3		
PE 102	Rhythmic Activities	$\frac{1}{2}$	0	2	PE 101	
NSTP 121	National Service Training Program 2	$\frac{2}{3}$	0	3	NSTP 111	
11311 121	Total	$\frac{3}{23}$	9	26	NSIF III	
			1. /	20		<u> </u>
	SECOND V	FAR				
	SECOND Y		, , , , , , , , , , , , , , , , , , ,			
	First Semo	ester	Hour/s			
Course Code		ester No. of	Hour/s	Unit/s	Pre-requisite/s	Co-requisite/s
Course Code FAVC 409	First Semo	ester	Hour/s Stud	Unit/s	Pre-requisite/s FAVC 405	Co-requisite/s
	Course Title Visual Communication Design 1	No. of Lec	Stud		*	Co-requisite/s
FAVC 409	First Semo	No. of Lec 2	Stud 3	3	FAVC 405	Co-requisite/s
FAVC 409 FAVC 410	Course Title Visual Communication Design 1 Figure Drawing 1	No. of Lec 2 2	Stud 3 3	3 3	FAVC 405 FAVC 406	Co-requisite/s FAVC 409
FAVC 409 FAVC 410 FAVC 411	Course Title Visual Communication Design 1 Figure Drawing 1 Production Techniques 1	No. of Lec 2 2 2 2	3 3 3	3 3 3	FAVC 405 FAVC 406	
FAVC 409 FAVC 410 FAVC 411 FAVC 412	Course Title Visual Communication Design 1 Figure Drawing 1 Production Techniques 1 Digital Design 1	No. of Lec 2 2 2 2 2	3 3 3 4	3 3 3 3	FAVC 405 FAVC 406	
FAVC 409 FAVC 410 FAVC 411 FAVC 412 GEd102	Course Title Visual Communication Design 1 Figure Drawing 1 Production Techniques 1 Digital Design 1 Mathematics in the Modern World Purposive Communication Science Technology and Society	No. of Lec 2 2 2 2 3	3 3 3 4 0	3 3 3 3 3	FAVC 405 FAVC 406	
FAVC 409 FAVC 410 FAVC 411 FAVC 412 GEd102 GEd106 GEd109 Fili 102	Course Title Visual Communication Design 1 Figure Drawing 1 Production Techniques 1 Digital Design 1 Mathematics in the Modern World Purposive Communication Science Technology and Society Filipino sa Iba't Ibang Disiplina	No. of Lec 2 2 2 2 3 3 3	3 3 3 4 0	3 3 3 3 3 3	FAVC 405 FAVC 406	
FAVC 409 FAVC 410 FAVC 411 FAVC 412 GEd102 GEd106 GEd109	Course Title Visual Communication Design 1 Figure Drawing 1 Production Techniques 1 Digital Design 1 Mathematics in the Modern World Purposive Communication Science Technology and Society Filipino sa Iba't Ibang Disiplina Individual and Dual Sports	No. of Lec 2 2 2 2 3 3 3 3 2	Stud 3 3 3 4 0 0 0	3 3 3 3 3 3 3 3 2	FAVC 405 FAVC 406	
FAVC 409 FAVC 410 FAVC 411 FAVC 412 GEd102 GEd106 GEd109 Fili 102	Course Title Visual Communication Design 1 Figure Drawing 1 Production Techniques 1 Digital Design 1 Mathematics in the Modern World Purposive Communication Science Technology and Society Filipino sa Iba't Ibang Disiplina Individual and Dual Sports Total	No. of Lec 2 2 2 2 3 3 3 3 2 2	Stud 3 3 3 4 0 0 0 0	3 3 3 3 3 3 3 3	FAVC 405 FAVC 406 FAVC 407	Co-requisite/s FAVC 409
FAVC 409 FAVC 410 FAVC 411 FAVC 412 GEd102 GEd106 GEd109 Fili 102	Course Title Visual Communication Design 1 Figure Drawing 1 Production Techniques 1 Digital Design 1 Mathematics in the Modern World Purposive Communication Science Technology and Society Filipino sa Iba't Ibang Disiplina Individual and Dual Sports Total SECOND S	No. of Lec 2 2 2 2 3 3 3 3 2 2	Stud 3 3 3 4 0 0 0 0 0	3 3 3 3 3 3 3 3 2	FAVC 405 FAVC 406 FAVC 407	
FAVC 409 FAVC 410 FAVC 411 FAVC 412 GEd102 GEd106 GEd109 Fili 102	Course Title Visual Communication Design 1 Figure Drawing 1 Production Techniques 1 Digital Design 1 Mathematics in the Modern World Purposive Communication Science Technology and Society Filipino sa Iba't Ibang Disiplina Individual and Dual Sports Total	No. of Lec 2 2 2 2 3 3 3 3 2 2	Stud 3 3 3 4 0 0 0 0 13	3 3 3 3 3 3 3 3 2	FAVC 405 FAVC 406 FAVC 407	
FAVC 409 FAVC 410 FAVC 411 FAVC 412 GEd102 GEd106 GEd109 Fili 102	Course Title Visual Communication Design 1 Figure Drawing 1 Production Techniques 1 Digital Design 1 Mathematics in the Modern World Purposive Communication Science Technology and Society Filipino sa Iba't Ibang Disiplina Individual and Dual Sports Total SECOND S	No. of Lec 2 2 2 2 3 3 3 3 2 2	Stud 3 3 3 4 0 0 0 0 13	3 3 3 3 3 3 3 3 2 26	FAVC 405 FAVC 406 FAVC 407	FAVC 409
FAVC 409 FAVC 410 FAVC 411 FAVC 412 GEd102 GEd106 GEd109 Fili 102 PE 103 Course Code	Course Title Visual Communication Design 1 Figure Drawing 1 Production Techniques 1 Digital Design 1 Mathematics in the Modern World Purposive Communication Science Technology and Society Filipino sa Iba't Ibang Disiplina Individual and Dual Sports Total SECOND Y Second Sen	No. of Lec 2 2 2 2 3 3 3 2 22 ZEAR No. of Lec No. of Lec Lec Lec	Stud 3 3 3 4 0 0 0 0 13 Hour/s Stud	3 3 3 3 3 3 3 3 2 26	FAVC 405 FAVC 406 FAVC 407 PE 101 Pre-requisite/s	FAVC 409
FAVC 409 FAVC 410 FAVC 411 FAVC 412 GEd102 GEd106 GEd109 Fili 102 PE 103 Course Code FAVC 413	Course Title Visual Communication Design 1 Figure Drawing 1 Production Techniques 1 Digital Design 1 Mathematics in the Modern World Purposive Communication Science Technology and Society Filipino sa Iba't Ibang Disiplina Individual and Dual Sports Total SECOND Y Second Sen Course Title Visual Communication Design 2	No. of Lec 2 2 2 2 3 3 3 2 22 22 ZEAR No. of Lec 2 2 2 2 2 2 2 2 2	Stud 3 3 4 0 0 0 0 13 Hour/s Stud 3	3 3 3 3 3 3 3 2 26	FAVC 405 FAVC 406 FAVC 407 PE 101 Pre-requisite/s FAVC 409	
FAVC 409 FAVC 410 FAVC 411 FAVC 412 GEd102 GEd106 GEd109 Fili 102 PE 103 Course Code FAVC 413 FAVC 414	Course Title Visual Communication Design 1 Figure Drawing 1 Production Techniques 1 Digital Design 1 Mathematics in the Modern World Purposive Communication Science Technology and Society Filipino sa Iba't Ibang Disiplina Individual and Dual Sports Total SECOND Y Second Sen Course Title Visual Communication Design 2 Figure Drawing 2	No. of Lec 2 2 2 3 3 3 2 22 ZEAR	Stud 3 3 3 4 0 0 0 13 Hour/s Stud 3 3	3 3 3 3 3 3 3 2 26	PE 101 Pre-requisite/s FAVC 409 FAVC 410	FAVC 409
FAVC 409 FAVC 410 FAVC 411 FAVC 412 GEd102 GEd106 GEd109 Fili 102 PE 103 Course Code FAVC 413 FAVC 414 FAVC 415	Course Title Visual Communication Design 1 Figure Drawing 1 Production Techniques 1 Digital Design 1 Mathematics in the Modern World Purposive Communication Science Technology and Society Filipino sa Iba't Ibang Disiplina Individual and Dual Sports Total SECOND Y Second Sen Course Title Visual Communication Design 2 Figure Drawing 2 Production Techniques 2	No. of Lec 2 2 2 3 3 3 3 2 2 2	Stud 3 3 4 0 0 0 0 0 13	3 3 3 3 3 3 3 2 26	PE 101 Pre-requisite/s FAVC 409 FAVC 410 FAVC 411	FAVC 409
FAVC 409 FAVC 410 FAVC 411 FAVC 411 FAVC 412 GEd102 GEd106 GEd109 Fili 102 PE 103 Course Code FAVC 413 FAVC 414 FAVC 415 FAVC 416	Course Title Visual Communication Design 1 Figure Drawing 1 Production Techniques 1 Digital Design 1 Mathematics in the Modern World Purposive Communication Science Technology and Society Filipino sa Iba't Ibang Disiplina Individual and Dual Sports Total SECOND Y Second Sen Course Title Visual Communication Design 2 Figure Drawing 2 Production Techniques 2 Digital Design 2	No. of Lec 2 2 2 3 3 3 2 22 ZEAR No. of Lec 2 2 2 2 2 2 2 2 2	Stud 3 3 4 0 0 0 0 0 13 Stud 3 3 3 4 4	3 3 3 3 3 3 3 2 26	PE 101 Pre-requisite/s FAVC 409 FAVC 410	FAVC 409 Co-requisite/s
FAVC 409 FAVC 410 FAVC 411 FAVC 412 GEd102 GEd106 GEd109 Fili 102 PE 103 Course Code FAVC 413 FAVC 414 FAVC 415 FAVC 416 FAVC 417	Course Title Visual Communication Design 1 Figure Drawing 1 Production Techniques 1 Digital Design 1 Mathematics in the Modern World Purposive Communication Science Technology and Society Filipino sa Iba't Ibang Disiplina Individual and Dual Sports Total SECOND Y Second Sen Course Title Visual Communication Design 2 Figure Drawing 2 Production Techniques 2 Digital Design 2 FA Elective - Philippine Art History	No. of Lec 2 2 3 3 3 2 22	Stud 3 3 4 0 0 0 0 13 Stud 3 3 3 4 0 0 0 0 1 1 1 1 1 1	3 3 3 3 3 3 3 2 26 - Unit/s 3 3 3 3 3	PE 101 Pre-requisite/s FAVC 409 FAVC 410 FAVC 411	FAVC 409
FAVC 409 FAVC 410 FAVC 411 FAVC 411 FAVC 412 GEd102 GEd106 GEd109 Fili 102 PE 103 Course Code FAVC 413 FAVC 414 FAVC 415 FAVC 416	Course Title Visual Communication Design 1 Figure Drawing 1 Production Techniques 1 Digital Design 1 Mathematics in the Modern World Purposive Communication Science Technology and Society Filipino sa Iba't Ibang Disiplina Individual and Dual Sports Total SECOND Y Second Sen Course Title Visual Communication Design 2 Figure Drawing 2 Production Techniques 2 Digital Design 2	No. of Lec 2 2 2 3 3 3 2 22 ZEAR No. of Lec 2 2 2 2 2 2 2 2 2	Stud 3 3 4 0 0 0 0 0 13 Stud 3 3 3 4 4	3 3 3 3 3 3 3 2 26	PE 101 Pre-requisite/s FAVC 409 FAVC 410 FAVC 411	FAVC 409 Co-requisite/s

	THIRD YE					
· · · · · · · · · · · · · · · · · · ·	First Semes					r
Course Code	Course Title	No. of Lec	Hour/s Stud	Unit/s	Pre-requisite/s	Co-requisite/
FAVC 418	Visual Communication Design 3	2	3	3	FAVC 413	
FAVC 419	Photography 1	2	4	3		FAVC 420
FAVC 420	Production for Electronic Media 1	2	4	3		FAVC 421
FAVC 421	Digital Design 3	2	4	3	FAVC 416	
FAVC 422	Visual Verbal Communication	2	3	3	FAVC 413	
FAVC 423	Design Theory	3	0	3	FAVC 408	
GEd 103	Life and Works of Rizal	3	0	3		
	Total	16	18	21	waanaa ah waa ah a	
	THIRD YE	AR		L		<u> </u>
	Second Sem-					
Course Code	Course Title	No. of	Hour/s	Unit/s	Due ne enicite/s	Co-requisite/s
Course Code	Course Title	Lec	Stud	Unitr's	Pre-requisite/s	Co-requisite/
FAVC 424	Visual Communication Design 4	2	3	3	FAVC 418	
FAVC 425	Photography 2	2	4	3	FAVC 419	
FAVC 426	Production for Electronic Media 2	2	4	3	FAVC 420	
FAVC 427	Digital Design 4	2	4	3	FAVC 421	
FAVC 428	Viscom Elective - Product Design and Development	2	3	3		FAVC 424
FAVC 429	Problem in Visual Communication	2	3	3		FAVC 424
FAVC 430	Creative Research	2	3	3		FAVC 424
	Total	14	24	21		
	THIRD YE	AR	····			
	Midyear	r			-	
Course Code	Course Title	No. of	No of Hour/s		D	Co manisital
Course Code	Course Title	Lec	Stud	Unit/s	Pre-requisite/s	Co-requisite/
FAVC 431	Professional Seminar Workshop	0	200	3	Regular 3rd Year	
	Total	0	200	3		
	FOURTH Y	EAR				
	First Seme	ster				
Course Code	Course Title	No. of Hour/s		Unit/s	Dra raquisitals	Co-requisite/s
		Lec	Stud	Ullius	Pre-requisite/s	Co-requisite/s
FAVC 432	Portfolio	2	4	3	4th year Standing	
FAVC 433	FA Elective - Visual Display	3	0	3	FAVC 428	
FAVC 434	Directed Research	2	4	3	FAVC 430	
	Total	7	8	9		
	FOURTH Y					
	Second Sem					
Course Code	Course Title	No. of Lec	Hour/s Stud	Unit/s	Pre-requisite/s	Co-requisite/
FAVC 435	Thesis	4	6	6	4th year Standing	
FAVC 436	Viscom Elective- Scenography	2	4	3	FAVC 426	
FAVC 437	Seminar in Creative Management	2	3	3	Senior Standing	
	Total	8	13	12	ζ	
	GRAND TOTAL UNITS	128	310	164		L.