



Republic of the Philippines
BATANGAS STATE UNIVERSITY
The National Engineering University

Alangilan Campus

Golden Country Homes, Alangilan Batangas City, Batangas, Philippines 4200

Tel Nos.: (+63 43) 425-0139 local 2822

E-mail Address: cafad@g.batstate-u.edu.ph | Website Address: <http://www.batstate-u.edu.ph>

College of Architecture Fine Arts and Design

CURRICULUM

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

Academic Year 2023-2024

Reference CMOs: CMO No. 39 s. 2021, CMO No. 40 s. 2021 and CMO No. 20, s. 2021, CMO No. 43 s. 2017 and CMO No. 4 s. 2018

Curriculum Description

The program is characterized by the process of 1) pursuing aesthetics concerns, 2) using visual and supplementary sensory devices 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

Institutional Graduate Attributes

The student should achieve at least 75% for each IGA upon graduation.

1. **Knowledge Competence.** Demonstrate a mastery of the fundamental knowledge and skills required for functioning effectively as a professional in the discipline, and an ability to integrate and apply them effectively to practice in the workplace.
2. **Creativity and Innovation.** Experiment with new approaches, challenge existing knowledge boundaries and design novel solutions to solve problems.
3. **Critical and Systems Thinking.** Identify, define, and deal with complex problems pertinent to the future professional practice or daily life through logical, analytical and critical thinking.
4. **Communication.** Communicate effectively (both orally and in writing) with a wide range of audiences, across a range of professional and personal contexts, in English and Pilipino.
5. **Lifelong Learning.** Identify own learning needs for professional or personal development; demonstrate an eagerness to take up opportunities for learning new things as well as the ability to learn effectively on their own.
6. **Leadership, teamwork, and Interpersonal Skills.** Function effectively both as a leader and as a member of a team; motivate and lead a team to work towards goal; work collaboratively with other team members; as well as connect and interact socially and effectively with diverse culture.
7. **Global Outlook.** Demonstrate an awareness and understanding of global issues and willingness to work, interact effectively and show sensitivity to cultural diversity.
8. **Social and National Responsibility.** Demonstrate an awareness of their social and national responsibility; engage in activities that contribute to the betterment of the society; and behave ethically and responsibly in social, professional and work environments.



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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
- l. Knowledge and understanding of engineering and management principles as a member and leader in a team, to manage projects and in multidisciplinary environments.



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CURRICULUM COMPONENTS

Classification/ Field / Course	No. of Hours/Week		Credit Units
	Lecture	Studio	
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-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
Sub-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
Sub-Total	10	7	12
Total Technical Courses	78	310	114
II. NON-TECHNICAL COURSES			



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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-Total	24	0	24
B. Filipino/Literature/Mandated Courses			
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
C. Physical Activities Toward Health and Fitness			
PATHFit 1 (Movement Competency Training)	2	0	2
PATHFit 2 (Exercise-based Fitness Activities)	2	0	2
PATHFit 3 Menu of Dance, Sports, Martial Arts, Group Exercise, Outdoor Adventure Activities Menu offering: Traditional and Recreational Games	2	0	2
PATHFit 4 Menu of Dance, Sports, Martial Arts, Group Exercise, Outdoor Adventure Activities Menu offering: Team Sports (Basketball and Volleyball)	2	0	2
Sub-total	8	0	8
D. National Service Training Program			
NSTP 111	3	0	3
NSTP 121	3	0	3
Sub-Total	6	0	6
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 Courses	24
B. Filipino/Literature/Mandated Courses	12
C. PATHFit 1-4	8
D. NSTP	6
GRAND TOTAL	164



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PROGRAM OF STUDY

FIRST YEAR						
First Semester						
Course Code	Course Title	No. of Hour/s		Unit/s	Pre-requisite/s	Co-requisite/s
		Lec	Stud			
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		
GE107	Ethics	3	0	3		
GE101	Understanding the Self	3	0	3		
PATHFit 1	Movement Competency Training	2	0	2		
NSTP 111	National Service Training Program 1	3	0	3		
Total		22	12	26		
FIRST YEAR						
Second Semester						
Course Code	Course Title	No. of Hour/s		Unit/s	Pre-requisite/s	Co-requisite/s
		Lec	Stud			
FAVC 405	Visual Perception 2	2	3	3	FAVC 401	
FAVC 406	Techniques 2	2	3	3	FAVC 402	
FAVC 407	Materials 2	2	3	3	FAVC 403	
FAVC 408	Art History 2	3	0	3	FAVC 404	
GE108	Art Appreciation	3	0	3		
GE105	Readings in Philippine History	3	0	3		
Fili 101	Kontekstwalisadong Komunikasyon sa Filipino	3	0	3		
PATHFit 2	Exercise-based Fitness Activities	2	0	2	PATHFit 1	
NSTP 121	National Service Training Program 2	3	0	3	NSTP 111	
Total		23	9	26		
SECOND YEAR						
First Semester						
Course Code	Course Title	No. of Hour/s		Unit/s	Pre-requisite/s	Co-requisite/s
		Lec	Stud			
FAVC 409	Visual Communication Design 1	2	3	3	FAVC 405	
FAVC 410	Figure Drawing 1	2	3	3	FAVC 406	
FAVC 411	Production Techniques 1	2	3	3	FAVC 407	
FAVC 412	Digital Design 1	2	4	3		FAVC 409
GE102	Mathematics in the Modern World	3	0	3		
GE106	Purposive Communication	3	0	3		
GE109	Science Technology and Society	3	0	3		
Fili 102	Filipino sa Iba't Ibang Disiplina	3	0	3		
PATHFit 3	Menu of Dance, Sports, Martial Arts, Group Exercise, Outdoor Adventure Activities Menu offering: Traditional and Recreational Games	2	0	2	PATHFit 1 and 2	
Total		22	13	26		



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SECOND YEAR						
Second Semester						
Course Code	Course Title	No. of Hour/s		Unit/s	Pre-requisite/s	Co-requisite/s
		Lec	Stud			
FAVC 413	Visual Communication Design 2	2	3	3	FAVC 409	
FAVC 414	Figure Drawing 2	2	3	3	FAVC 410	
FAVC 415	Production Techniques 2	2	3	3	FAVC 411	
FAVC 416	Digital Design 2	2	4	3	FAVC 412	
FAVC 417	FA Elective - Philippine Art History	3	0	3		FAVC 413
GEEd104	The Contemporary World	3	0	3		
PATHFit 4	Menu of Dance, Sports, Martial Arts, Group Exercise, Outdoor Adventure Activities Menu offering: Team Sports (Basketball and Volleyball)	2	0	2	PATHFit 1 and 2	
Total		16	13	20		
THIRD YEAR						
First Semester						
Course Code	Course Title	No. of Hour/s		Unit/s	Pre-requisite/s	Co-requisite/s
		Lec	Stud			
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	
GEEd 103	Life and Works of Rizal	3	0	3		
Total		16	18	21		
THIRD YEAR						
Second Semester						
Course Code	Course Title	No. of Hour/s		Unit/s	Pre-requisite/s	Co-requisite/s
		Lec	Stud			
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 YEAR						
Midyear						
Course Code	Course Title	No. of Hour/s		Unit/s	Pre-requisite/s	Co-requisite/s
		Lec	Stud			
FAVC 431	Professional Seminar Workshop	0	200	3	Regular 3rd Year	
Total		0	200	3		



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FOURTH YEAR						
First Semester						
Course Code	Course Title	No. of Hour/s		Unit/s	Pre-requisite/s	Co-requisite/s
		Lec	Stud			
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 YEAR						
Second Semester						
Course Code	Course Title	No. of Hour/s		Unit/s	Pre-requisite/s	Co-requisite/s
		Lec	Stud			
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		
GRAND TOTAL UNITS		128	310	164		