# SERVICE DESIGN, BFA

SAVANNAH

| Code | Title | Hours |
|---|---|---|
| **Foundation Studies** | | |
| FOUN 110 | Design Thinking and Process | 5 |
| FOUN 111 | Sketching and Drawing | 5 |
| FOUN 112 | Color in Context | 5 |
| FOUN 113 | Creative Collaboration Lab | 5 |
| FOUN 240 | Spatial Design and Fabrication | 5 |
| **General Education** | | |
| ANTH 101 | Introduction to Anthropology | 5 |
| COMM 105 | Speaking of Ideas | 5 |
| BUSI 110 | Business I: Fundamentals | 5 |
| MATH 110 | Introduction to Statistics and Probability | 5 |
| CTXT 121 | Visual Culture in Context: Pre-Modern Global Perspectives | 5 |
| CTXT 122 | Visual Culture in Context: Making Modernities | 5 |
| ENGL 123 | Ideas to Ink: Critical Concepts in Academic Writing | 5 |
| DIGI 130 | Digital Communication | 5 |
| ARTH 207 | 20th-century Art | 5 |
| BUSI 220 | Business II: Economic Principles | 5 |
| BUSI 265 | Principles of Marketing | 5 |
| BUSI 330 | Business III: Strategy and Decision-making | 5 |
| ENGL Elective | | 5 |
| General Education Elective | | 5 |
| **Major Curriculum** | | |
| UXDG 101 | User Experience Design Methods | 5 |
| IDUS 215 | Contextual Research Methods | 5 |
| SERV 216 | Blueprinting Services | 5 |
| IDUS 231 | Digitizing Design Ideas | 5 |
| IDUS 241 | Design Prototyping | 5 |
| SERV 310 | Idea Visualization for Service Designers | 5 |
| SERV 311 | Service Architectures, Ecologies, and Touch Points | 5 |
| SERV 312 | Prototyping Experiences | 5 |
| SERV 325 | Technology and Services | 5 |
| IDUS 371 | Professional Development | 5 |
| SERV 421 | Services and Enterprise | 5 |
| SERV 431 | Service Design Senior Studio | 5 |
| Select one of the following: | | 5 |
| SERV 479 | Undergraduate Internship | |
| 500-level SCADpro Elective | | |
| Business-Focused Elective | | |
| **Additional Electives** | | |
| Free Elective | | 5 |
| Free Elective | | 5 |
| Free Elective | | 5 |
| Free Elective | | 5 |
| **Total Hours** | | **180** |