

STUDENT: \_\_\_\_\_



STUDENT ID NUMBER: \_\_\_\_\_

## COLLEGE OF VISUAL & PERFORMING ARTS • BFA • COMMUNICATION DESIGN

Program Number: 10600

Version Number: 20123

Effective Date: FALL 2011

Program Number, Illustration Concentration: 10603

### GENERAL EDUCATION

**I. UNIVERSITY CORE (12 credits)**

	RC	CR	GR	
<b>A. Oral Communication:</b> SPE 010 or above				
COURSE:	3			
<b>B. Written Communication:</b> ENG 023, 024, or 025				
COURSE:	3			
<b>C. Mathematics:</b> MAT 017 or above				
COURSE:	3			
<b>D. Wellness:</b> HEA 110 + activity; or 3-credit Wellness course				
COURSE:	3			

**II. UNIVERSITY DISTRIBUTION (15 credits)**

	RC	CR	GR	CAC
<b>A. Natural Sciences:</b> Any lab or non-lab course with prefix AST, BIO, CHM, ENV, GEL, MAR, or PHY; or certain GEG courses (see note at right)				
COURSE:	3			
<b>B. Social Sciences:</b> Any course with prefix ANT, CRJ, ECO, HIS, INT, MCS, PSY, POL, SOC, or SWK; or certain GEG courses (see note at right)				
COURSE:	3			
<b>C. Humanities:</b> Any course with prefix ENG, HUM, PAG, PHI, WRI, WST, or Modern Language				
COURSE:	3			
<b>D. Arts:</b> Any course with prefix ARC, ARH, ART, CDE, CDH, CFT, DAN, FAR, FAS, MUP, MUS, or THE				
COURSE: ARH 124, 125, 126	3			
<b>E. Free Elective:</b> Any course carrying university credit				
COURSE:	3			

**III. COMPETENCIES ACROSS THE CURRICULUM**

	RC	CR	GR	CAC
<b>A. Writing Intensive (WI)</b> (9 credits)				
COURSE:	3			WI
COURSE:	3			WI
COURSE:	3			WI
<b>B. Quantitative Literacy (QL)</b> (3 credits) <b>OR</b> <b>Computer-Intensive (CP)</b> (3 credits)				
COURSE:	3			
<b>C. Visual Literacy (VL)</b> (3 credits) <b>OR</b> <b>Communication-Intensive (CM)</b> (3 credits)				
COURSE:	3			
<b>D. Cultural Diversity (CD)</b> (3 credits)				
COURSE:	3			CD
<b>E. Critical Thinking (CT)</b> (3 credits)				
COURSE:	3			CT

A Competency Across the Curriculum (CAC) course is not a separate course, but rather an overlay that is "double counted" as fulfilling both the CAC requirement and another requirement in either General Education (except for the University Core), the major, or the minor.

**RC** = Minimum required number of credits

**CR** = Credits earned (fill in number of credits)

**GR** = Grade earned (fill in letter grade)

**CAC** = Competency Across the Curriculum (fill in designation)

**NOTE:** GEG courses with a lab and 040, 322, and 323 may be used in II.A. and GEG courses 040, 204, 274, 305, 322, 323, 324, 347, 380, and 394 may NOT be used in II.B.

**IV. COLLEGE DISTRIBUTION (12 credits)**

	RC	CR	GR	CAC
<b>A. Social Science, Natural Science, and Mathematics (3 credits):</b> Any ANT, CRJ, ECO, HIS, GEG, INT, PSY, POL, SOC, SWK, any lab or non-lab Science, or MAT				
COURSE:	3			
<b>B. Arts and Humanities (9 credits):</b> Any ARC, ARH, CDH, ENG, HUM, PAG, PHI, WRI, WST, or Modern Language				
COURSE: CDH 150 Historical Survey of Graphic Design A	3			
COURSE: CDH 151 Historical Survey of Graphic Design B	3			
COURSE: ART HISTORY ELECTIVE (NOT ARH 024,025,026)	3			

 Advisor Notes:

**COMMUNICATION DESIGN PROGRAM: 81/84 semester hours**

**I. FOUNDATION REQUIREMENTS [14 s.h.]**

S.H. GR.

A. FAR 015: Drawing I	3		
B. ART 031: 2D Design	3		
C. FAR 016: Drawing II	3		
D. ART 032: 3D Design	3		
E. CDE 022: Digital Design I	2		

**II. GENERAL REQUIREMENTS [28 s.h.]**

S.H. GR.

A. CDE 122: Digital Design II	2		
B. CDE 130: Typography	3		
C. CDE 147: Visual Thinking	2		
D. CDE 140: Digital Translation	3		
E. CDE 141: Visual Translation	3		
F. CDE 151: Illustration Tech.	3		
G. FAR 162 <sup>1</sup> : Intro to Photo: Digital OR FAR 151: Intro to Life Drawing <small>REQUIRED FOR ILLUSTRATION CONCENTRATION</small>	3		
H. CDE 220: Print Media Prod.	2		
I. CDE 231: Adv. Typography	2		
J. CDE 374: Portfolio Seminar	2		
K. CDE 398: Professional Practices	3		
L. CDE 399: Senior Exhibition	0		

<sup>1</sup> Could substitute FAR 161 Intro to Photography.

\*Communication Design majors may substitute one CDE Studio elective for a workshop.

\*\*To be eligible for a Communication Design internship featuring photography, you are required to take FAR: 161 or FAR 162: Intro to Photo as well as 2 additional photo courses. Place these photo courses where art electives are indicated on your check sheet. Also take ARH 321: The History of Photography when possible. Permission from instructor is needed to enroll in advanced photography courses.

\*\*\*Art electives may be ART, CDE, CFT, FAR, Note: up to 6s.h. may be ACC, BUS, MGM, MKT.

**III. SPECIALIZATION REQUIREMENTS [25/28 s.h.]**

**JUNIOR:** Select 3 of 5: CDE 238: GD I, CDE 241: AD I, CDE 276: ID I, CDE 252: Illus. I, Art Elective S.H. GR.

A.	4		
B.	4		
C.	3/4		

Select 2 of 5: CDE 239: GD II, CDE 242: AD II, CDE 277: ID II, CDE 253: Illus. II, Art Elective S.H. GR.

D.	4		
E.	3/4		

**SENIOR:** Select 4 senior seminar courses or select 2 senior seminar courses and one art elective. CDE 381: Sr. Des. Sem., CDE 382: Sr. Des. Sem., CDE 383: Sr. Adv. Sem., CDE 384: Sr. Adv. Sem., CDE 385: Sr. Interact. Sem., CDE 386: Sr. Interact. Sem., CDE 387: Sr. Illus. Sem., CDE 389: Sr. Illus. Sem. (See catalog for complete course names and descriptions.)

S.H. GR.

S.H. GR.

F.	2			G.	2		
H.	2/3			I.	2		

**Graphic/Interactive/Advertising Design [13/14 s.h.]**

S.H. GR.

J. *Wkshp	2			K. *Wkshp	2		
L. **CDE 394: Internship (3.00 QPA in major required) or 10 credits of ***Art Electives (9 credits if with this total the student has 81s.h. in the Major Program)				10/9			

**Illustration [14 s.h.]**

S.H. GR.

S.H. GR.

J. *Wkshp	2			K. *Wkshp	2		
1 or 2 workshops depending on total credits of art electives.							
L. 10 credits of ***Art Electives or Seminars							

**IV. Additional Courses [not required]**

S.H. GR.


**DESCRIPTIONS OF SPECIALIZATION AREAS**

**GRAPHIC DESIGN**

Graphic Design uses type and images to communicate concepts and information through catalogues, brochures, posters, books, packaging and magazine design. Junior graphic design students study symbology and editorial design. Senior graphic design students complete an in-depth study in corporate identity.

**ADVERTISING DESIGN**

Advertising Design utilizes words and images to reinforce concepts that promote and sell products and services to meet specific marketing strategies. Junior advertising design students study traditional media including print, outdoor, transit, television, radio and direct mail. This knowledge is combined in a senior level course, where students work to create complete campaigns for corporations, non-profit groups and new product roll-outs.

**INTERACTIVE DESIGN**

Interactive Design focuses on interface design and navigation theory for either web-based or computer-based content. Interactive design students study subjects necessary for creating unique and enriching experiences for humans accessing digitally based media including motion graphics, sound editing and usage and creating virtual space.

**ILLUSTRATION**

Illustration is the art of creating a visual image that will communicate a particular idea. Through the use of various materials, including pencil, paint, pastels and the computer, the illustrator crafts a picture for advertising, institutional, book, and editorial clients.

**ADMISSION TO COMMUNICATION DESIGN**

An art test is required for entrance into the Communication Design Program from High School. Please contact the Admissions Office. Transfer students are required to submit a portfolio of work for entry into the CD program. Please contact the Admissions Office.

**INTERNAL TRANSFER**

A portfolio and recommendation letters are required for an internal transfer to Communication Design. Please speak to the department secretary for instructions. The overall QPA requirement to be considered for an internal transfer into CD is a 3.0.

**GRADUATION**

The QPA requirement within Communication Design for Graduation is a 2.0.

## Concentration in Graphic Design

<b>FIRST SEMESTER</b>	Drawing I.....3
	2D Design.....3
	Art History A (124) or B (125) .....3
	Academic Elective.....3
	Academic Elective.....3
TOTAL CREDITS: 15	

<b>SECOND SEMESTER</b>	Drawing II.....3
	3D Design.....3
	Intro to Digital Design I.....2
	Art History Elective (124, 125, 126).....3
	Academic Elective.....3
Academic Elective.....3	
TOTAL CREDITS: 17	

*Communication Design (CD) Classes in the third and fourth semester are arranged in “blocks,” and should be selected prior to registration through the CD Department. See the CD secretary for info. Students must take **either** Life Drawing **OR** Photo. Illustration Techniques is required. These courses are offered in both the fall and spring semesters of the sophomore year.*

<b>THIRD SEMESTER</b>	Typography.....3
	Visual Thinking (1/2 semester).....2
	Intro to Digital Design II.....2
	<b>(Life Drawing/Photography)</b> <b>or Illustration Techniques*</b> .....3
	Historical Survey of Graphic Design A.....3
Academic Elective.....3	
TOTAL CREDITS: 16	

<b>FOURTH SEMESTER</b>	Visual Translation .....3
	Digital Translation .....3
	<b>(Life Drawing/Photography)</b> <b>or Illustration Techniques*</b> .....3
	Historical Survey of Graphic Design B.....3
	Academic Elective.....3
TOTAL CREDITS: 15	

\*Life Drawing/Photography and Illustration Techniques are taken either semester.

<b>FIFTH SEMESTER</b>	<b>Graphic Design I</b> .....4
	Concentration Electives ..... 7–8
	<i>Select two of the following:</i>
	• Advertising Design I • Illustration I
	• Interactive Design I • Art Elective
Academic Elective.....3	
TOTAL CREDITS: 14–15	

<b>SIXTH SEMESTER</b>	<b>Graphic Design II</b> .....4
	Concentration Electives ..... 3–4
	<i>Select one of the following:</i>
	• Advertising Design II • Illustration II
	• Interactive Design II • Art Elective
Print Media Production (1/2 semester).....2	
Advanced Typography (1/2 semester).....2	
Academic Elective.....3	
TOTAL CREDITS: 14–15	

**The seventh and eighth semesters are interchangeable.** Senior CD courses are offered in both the fall and spring semester. A grade point average of 3.0 within the major is required to go on internship. Students who do not go on internship will take 10 credits of CD or Art Electives. Up to 6 Credits of Art Elective requirements can be fulfilled with ACC, BUS, MGM or MKT courses.

<b>SEVENTH SEMESTER</b>	<b>Graphic Design Senior Seminar I</b> (1/2 semester).....2
	<b>Graphic Design Senior Seminar II</b> (1/2 semester).....2
	Concentration Electives ..... 3–4
	<i>Select two of the following:</i>
	• Advertising Design Senior Seminar I
• Advertising Design Senior Seminar II	
• Interactive Design Senior Seminar I	
• Interactive Design Senior Seminar II	
• Illustration Senior Seminar I	
• Illustration Senior Seminar II	
<b>OR one Art Elective</b>	
CD Workshop (1/2 semester).....2	
Professional Practices.....3	
Academic Elective.....3	
TOTAL CREDITS: 15–16	

<b>EIGHT SEMESTER</b>	Internship (1/2 semester) ..... 10
	Portfolio (1/2 semester).....2
	CD Workshop (1/2 semester).....2
	Senior Exhibition .....0
	TOTAL CREDITS: 14

**NOTE:** You may pursue a dual concentration by completing the Senior Seminar requirements of the other concentration.

## Concentration in Advertising Design

<b>FIRST SEMESTER</b>	Drawing I.....3
	2D Design.....3
	Art History A (124) or B (125) .....3
	Academic Elective.....3
	Academic Elective.....3
TOTAL CREDITS: 15	

<b>SECOND SEMESTER</b>	Drawing II.....3
	3D Design.....3
	Intro to Digital Design I.....2
	Art History Elective (124, 125, 126).....3
	Academic Elective.....3
Academic Elective.....3	
TOTAL CREDITS: 17	

*Communication Design Classes (CD) in the third and fourth semester are arranged in “blocks,” and should be selected prior to registration through the CD Department. See the CD secretary for info. Students must take **either** Life Drawing **OR** Photo. Illustration Techniques is required. These courses are offered in both the fall and spring semesters of the sophomore year.*

<b>THIRD SEMESTER</b>	Typography.....3
	Visual Thinking (1/2 semester).....2
	Intro to Digital Design II.....2
	<b>(Life Drawing/Photography)</b> <b>or Illustration Techniques*</b> .....3
	Historical Survey of Graphic Design A.....3
Academic Elective.....3	
TOTAL CREDITS: 16	

<b>FOURTH SEMESTER</b>	Visual Translation .....3
	Digital Translation .....3
	<b>(Life Drawing/Photography)</b> <b>or Illustration Techniques*</b> .....3
	Historical Survey of Graphic Design B.....3
	Academic Elective.....3
TOTAL CREDITS: 15	

\*Life Drawing/Photography and Illustration Techniques are taken either semester.

<b>FIFTH SEMESTER</b>	<b>Advertising Design I</b> .....4
	Concentration Electives ..... 7–8
	<i>Select two of the following:</i>
	• Graphic Design I • Illustration I
	• Interactive Design I • Art Elective
Academic Elective.....3	
TOTAL CREDITS: 14–15	

<b>SIXTH SEMESTER</b>	<b>Advertising Design II</b> .....4
	Concentration Electives ..... 3–4
	<i>Select one of the following:</i>
	• Graphic Design II • Illustration II
	• Interactive Design II • Art Elective
Print Media Production (1/2 semester).....2	
Advanced Typography (1/2 semester).....2	
Academic Elective.....3	
TOTAL CREDITS: 14–15	

**The seventh and eighth semesters are interchangeable.** Senior CD courses are offered in both the fall and spring semester. A grade point average of 3.0 within the major is required to go on internship. Students who do not go on internship will take 10 credits of CD or Art Electives. Up to 6 Credits of Art Elective requirements can be fulfilled with ACC, BUS, MGM or MKT courses.

<b>SEVENTH SEMESTER</b>	<b>Advertising Design Senior Seminar I</b> (1/2 semester).....2
	<b>Advertising Design Senior Seminar II</b> (1/2 semester).....2
	Concentration Electives ..... 3–4
	<i>Select two of the following:</i>
	• Graphic Design Senior Seminar I
• Graphic Design Senior Seminar II	
• Interactive Design Senior Seminar I	
• Interactive Design Senior Seminar II	
• Illustration Senior Seminar I	
• Illustration Senior Seminar II	
<b>OR one Art Elective</b>	
CD Workshop (1/2 semester).....2	
Professional Practices.....3	
Academic Elective.....3	
TOTAL CREDITS: 15–16	

<b>EIGHT SEMESTER</b>	Internship (1/2 semester) ..... 10
	Portfolio (1/2 semester).....2
	CD Workshop (1/2 semester).....2
	Senior Exhibition .....0
	TOTAL CREDITS: 14

**NOTE:** You may pursue a dual concentration by completing the Senior Seminar requirements of the other concentration.

## Concentration in Interactive Design

<b>FIRST SEMESTER</b>	Drawing I.....	3
	2D Design.....	3
	Art History A (124) or B (125) .....	3
	Academic Elective.....	3
	Academic Elective.....	3
TOTAL CREDITS: 15		

<b>SECOND SEMESTER</b>	Drawing II.....	3
	3D Design.....	3
	Intro to Digital Design I.....	2
	Art History Elective (124, 125, 126).....	3
	Academic Elective.....	3
Academic Elective.....	3	
TOTAL CREDITS: 17		

*Communication Design (CD) Classes in the third and fourth semester are arranged in “blocks,” and should be selected prior to registration through the CD Department. See the CD secretary for info. Illustration students must take either Life Drawing OR Photo. Illustration Techniques is required. These courses are offered in both the fall and spring semesters of the sophomore year.*

<b>THIRD SEMESTER</b>	Typography.....	3
	Visual Thinking (1/2 semester).....	2
	Intro to Digital Design II.....	2
	<b>(Life Drawing/Photography)</b> <b>or Illustration Techniques*</b> .....	3
	Historical Survey of Graphic Design A.....	3
Academic Elective.....	3	
TOTAL CREDITS: 16		

<b>FOURTH SEMESTER</b>	Visual Translation .....	3
	Digital Translation .....	3
	<b>(Life Drawing/Photography)</b> <b>or Illustration Techniques*</b> .....	3
	Historical Survey of Graphic Design B.....	3
	Academic Elective.....	3
TOTAL CREDITS: 15		

\*Life Drawing/Photography and Illustration Techniques are taken either semester.

<b>FIFTH SEMESTER</b>	<b>Interactive Design I</b> .....	4
	Concentration Electives .....	7–8
	<i>Select two of the following:</i>	
	• Advertising Design I • Illustration I	
	• Graphic Design I • Art Elective	
Academic Elective.....	3	
TOTAL CREDITS: 14–15		

<b>SIXTH SEMESTER</b>	<b>Interactive Design II</b> .....	4
	Concentration Electives .....	3–4
	<i>Select one of the following:</i>	
	• Advertising Design II • Illustration II	
	• Graphic Design II • Art Elective	
Print Media Production (1/2 semester).....	2	
Advanced Typography (1/2 semester).....	2	
Academic Elective.....	3	
TOTAL CREDITS: 14–15		

**The seventh and eighth semesters are interchangeable.** Senior CD courses are offered in both the fall and spring semester. A grade point average of 3.0 within the major is required to go on internship. Students who do not go on internship will take 10 credits of CD or Art Electives. Up to 6 Credits of Art Elective requirements can be fulfilled with ACC, BUS, MGM or MKT courses.

<b>SEVENTH SEMESTER</b>	<b>Interactive Design Senior Seminar I</b> (1/2 semester).....	2
	<b>Interactive Design Senior Seminar II</b> (1/2 semester).....	2
	Concentration Electives .....	3–4
	<i>Select two of the following:</i>	
	• Advertising Design Senior Seminar I	
• Advertising Design Senior Seminar II		
• Graphic Design Senior Seminar I		
• Graphic Design Senior Seminar II		
• Illustration Senior Seminar I		
• Illustration Senior Seminar II		
<b>OR one Art Elective</b>		
CD Workshop (1/2 semester).....	2	
Professional Practices.....	3	
Academic Elective.....	3	
TOTAL CREDITS: 15–16		

<b>EIGHT SEMESTER</b>	Internship (1/2 semester) .....	10
	Portfolio (1/2 semester).....	2
	CD Workshop (1/2 semester).....	2
	Senior Exhibition .....	0
	TOTAL CREDITS: 14	

**NOTE:** You may pursue a dual concentration by completing the Senior Seminar requirements of the other concentration.

## Concentration in Illustration

<b>FIRST SEMESTER</b>	Drawing I.....	3
	2D Design.....	3
	Art History A (124) or B (125) .....	3
	Academic Elective.....	3
	Academic Elective.....	3
TOTAL CREDITS: 15		

<b>SECOND SEMESTER</b>	Drawing II.....	3
	3D Design.....	3
	Intro to Digital Design I.....	2
	Art History Elective (124, 125, 126).....	3
	Academic Elective.....	3
Academic Elective.....	3	
TOTAL CREDITS: 17		

*Communication Design (CD) Classes in the third and fourth semester are arranged in “blocks,” and should be selected prior to registration through the CD Department. See the CD secretary for info. Illustration students must take Life Drawing. Illustration Techniques is required. These courses are offered in both the fall and spring semesters of the sophomore year.*

<b>THIRD SEMESTER</b>	Typography.....	3
	Visual Thinking (1/2 semester).....	2
	Intro to Digital Design II.....	2
	<b>Life Drawing</b> <b>or Illustration Techniques*</b> .....	3
	Historical Survey of Graphic Design A.....	3
Academic Elective.....	3	
TOTAL CREDITS: 16		

<b>FOURTH SEMESTER</b>	Visual Translation .....	3
	Digital Translation .....	3
	<b>Life Drawing</b> <b>or Illustration Techniques*</b> .....	3
	Historical Survey of Graphic Design B.....	3
	Academic Elective.....	3
TOTAL CREDITS: 15		

\*Life Drawing (required for Illustration) and Illustration Techniques are taken either semester.

<b>FIFTH SEMESTER</b>	<b>Illustration I (Digital)</b> .....	4
	Concentration Electives .....	7–8
	<i>Select two of the following:</i>	
	• Graphic Design I • Advertising Design I	
	• Interactive Design I • Art Elective	
Academic Elective.....	3	
TOTAL CREDITS: 14–15		

<b>SIXTH SEMESTER</b>	<b>Illustration II</b> .....	4
	Concentration Electives .....	3–4
	<i>Select one of the following:</i>	
	• Graphic Design II • Advertising Design II	
	• Interactive Design II • Art Elective	
Print Media Production (1/2 semester).....	2	
Advanced Typography (1/2 semester).....	2	
Academic Elective.....	3	
TOTAL CREDITS: 14–15		

**The seventh and eighth semesters are interchangeable.** Senior CD courses are offered in both the fall and spring semester. A grade point average of 3.0 within the major is required to go on internship. Students who do not go on internship will take 10 credits of CD or Art Electives. Up to 6 Credits of Art Elective requirements can be fulfilled with ACC, BUS, MGM or MKT courses.

<b>SEVENTH SEMESTER</b>	<b>Illustration Senior Seminar I</b> (1/2 semester).....	2
	<b>Illustration Senior Seminar II</b> (1/2 semester).....	2
	Concentration Electives .....	3–4
	<i>Select two of the following:</i>	
	• Advertising Design Senior Seminar I	
• Advertising Design Senior Seminar II		
• Graphic Design Senior Seminar I		
• Graphic Design Senior Seminar II		
• Illustration Senior Seminar I		
• Illustration Senior Seminar II		
<b>OR one Art Elective</b>		
CD Workshop (1/2 semester).....	2	
Professional Practices.....	3	
Academic Elective.....	3	
TOTAL CREDITS: 15–16		

<b>EIGHT SEMESTER</b>	Internship (1/2 semester) .....	10
	Portfolio (1/2 semester).....	2
	CD Workshop (1/2 semester).....	2
	Senior Exhibition .....	0
	TOTAL CREDITS: 14	

**NOTE:** There are **NO Illustration internships**. Illustration concentrations will take internship **ONLY** if completing a **second concentration**. Otherwise, a minimum of 10crs of Art Studio electives must be taken. You may pursue a dual concentration by completing the Senior Seminar requirements of the other concentration.