

ASSOCIATE OF APPLIED SCIENCE DEGREE (511)

Communication Design

**Purpose:** The AAS in Communication Design is a skills-oriented program with instruction in traditional and current technology. Students will be prepared to begin careers in the computer graphics/ design industry and/or to transfer to four-year degree programs. This curriculum is structured to educate and prepare those wanting to work in the visual communications disciplines, such as graphic design and advertising, as well as the areas of digital prepress and web publishing. In addition to general education subjects, competency in visual literacy and acuity is taught through a diverse range of studio and art history classes. Studio specialization courses teach professional practices and standards using current technologies. Students will prepare portfolios for job search and/or application to upper-level institutions.

**Occupational Objectives:** Advertising design, printing, illustration, photography, digital illustration, digital prepress, graphic design, Web page design, and related occupations.

**Admission Requirements:** Applicants must meet the general admission requirements for admission to the college. Developmental courses are required for students with deficiencies in English, and mathematics.

Students who do not place into college-level English on the placement test will be required to take developmental courses (i.e., ENG 1, ENG 3, ENG 4, ENG 7).

Students who do not place above Algebra I (MTH 03) and into Algebra II (MTH 04) or higher on the placement test will be required to take developmental courses.

A satisfactory aptitude for drawing is desirable. Proficiency in keyboarding is strongly recommended.

Students entering the college who would like to declare the Communication Design program should first register for the Art Foundations Career Studies Certificate. Once they have completed the required coursework, they can apply for the Communication Design program.

**Note:** Due to the prerequisite requirements in various art classes, these classes must be taken in a **specific** order. Students should work with a counselor or art faculty advisor to determine their individual course plan if the suggested course sequence is not followed. ENG 111, HLT/PED, CST, and Social Science electives may be taken at anytime in the sequence. MTH should be taken during the first year if development placement is required.

CURRICULUM AND OTHER REQUIREMENTS

GENERAL EDUCATION CORE COURSES		CREDITS
CST 105	.....Oral Communication (or CST 100)	.....3
ENG 111*	.....College Composition I	.....3
HLT/PED <sup>2</sup>	.....Health or Physical Education	.....2
MTH 120 <sup>3</sup> , *	.....Introduction to Mathematics	.....3
SDV 101	.....Orientation to Visual Arts	.....1
E <sup>4</sup>	.....Social Science Elective	.....6

COMMUNICATION DESIGN AND RELATED COURSES

ART 121-122*	.Drawing I-II	.....6
ART 131-132*	.Fundamentals of Design I-II	.....6
ART 141 <sup>1</sup> , *	.....Typography I	.....3
ART 180 <sup>1</sup>	.....Introduction to Computer Graphics	.....3
ART 221*	.....Drawing III (Figure Drawing)	.....3
ART 243*	.....Watercolor I (or ART 241)	.....3
ART 247*	.....Painting Technique for Illustrators	.....3
ART 250	.....History of Design	.....3
ART 251-252 <sup>1</sup> , *	.....Communication Design I-II	.....6
ART 282 <sup>1</sup> , *	.....Graphic Techniques	.....3
ART 283 <sup>1</sup> , *	.....Computer Graphics I (PhotoShop®)	.....3
ART 284 <sup>1</sup> , *	.....Computer Graphics II (Digital Illus)	.....3
ART 287*	.....Portfolio and Resume Preparation	.....3
PHT 101	.....Photography I	.....3

**Total Minimum Credits for Degree ..... 69**

<sup>1</sup> ART 180 is the prerequisite to all other computer-based classes. It is important to take this class as early in the curriculum as possible.

<sup>2</sup> Two credits of Health (HLT) or Physical Education (PED) are required of all students. Consult approved Health courses in the Description of Courses for selection. Veterans with an honorable discharge will be awarded HLT/PED credit based on military service.

<sup>3</sup> For students who plan to transfer, MTH 151 or MTH 163 is recommended.

<sup>4</sup> Any 100 or 200 level social science elective may be used. Students intending to transfer should contact the four-year college and choose a social science course from the "Approved List of Transfer Courses" that is recommended by their transfer institution.

\* This course has a prerequisite. Prerequisites for all courses are listed in the course description section at the back of the catalog.

SUGGESTED SCHEDULE

FIRST YEAR

FALL	SPRING	SUMMER
ART 121	ART 122	HLT/PED
ART 131	ART 132	MTH 120
ART 180	ART 141 PHT 101	Social Sciences
ART 250	ENG 111	Elective
SDV 101		

SECOND YEAR

FALL	SPRING	SUMMER
ART 221	ART 247	Social Sciences
ART 241 or ART 243	ART 252	Elective
ART 251	ART 284	
ART 282	ART 287	
ART 283	CST 105 or CST 100	