

Program Number: UVPACOMDE, UVPACOMIL

Version Number: 2168

Effective Date: 8/29/16

GENERAL EDUCATION

I. UNIVERSITY CORE (12 credits)

	RC	CR	GR
A. Oral Communication: COM 010 or above			
COURSE:	3		
B. Written Communication: ENG 023, 024, or 025			
COURSE:	3		
C. Mathematics: MAT 017 or above			
COURSE:	3		
D. Wellness: HEA 102			
COURSE:	3		

II. UNIVERSITY DISTRIBUTION (15 credits)

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

III. COMPETENCIES CHECKLIST

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

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.)

COMPETENCY ACROSS THE CURRICULUM (CAC) are not additional courses.

They are "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.

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
A. Humanities (3 credits): Any course with prefix ENG, HUM, PAG, PHI, WGS, WRI, or Modern Language.				
COURSE:	3			
B. Choose from the following (9 credits): ANT, ARA, ARC, ARH, AST, BIO, CDH, CHI, CHM, COM, CRJ, CSC, ECO, ENG, ENV, FRE, GEG, GEL, GER, HEA, HIS, HUM, INT, MAR, MAT, MCS, MUP, MUS, PAG, PEC, PHI, PHY, POL, PRO, PSY, RUS, SOC, SPA, SWK, THE, TVR, WGS, WRI.				
COURSE: CDH 150 (suggested)	3			
COURSE: CDH 151 (suggested)	3			
COURSE: ARH Elective (not 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 ¹ : 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		

¹ 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, TVR 150, 200. Note: up to 6 s.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 (2.87 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 2.87.

GRADUATION

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