

# CD: Communication Design Foundation

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## **CD 113 — Three-Dimensional Design**

1.5 credits; 3 lab hours

Introduces design in three dimensions by developing form through the joining of planes. Techniques with board and paper are stressed. (G6: Arts).

## **CD 115 — Design Studio I**

3 credits; 6 lab hours

Through assignments primarily executed in black and white, students develop an understanding and appreciation of the possibilities of the design vocabulary. Assemblage and paper construction are introduced to assist in the development of hand skills. (G6: Arts).

## **CD 116 — Design Studio Intensive I**

3.5 credits; 6 lab hours

For one-year Communication Design Foundation students. Through a series of hands-on construction projects, students translate the concepts of point, line, plane, and form into two- and three-dimensional designs. They learn the possibilities of design vocabulary, execute various drawing and painting exercises, and develop hand skills.

## **CD 122 — Digital Layout I**

2 credits; 1 lecture and 2 lab hours

Traditional studio skills, typography, and computer techniques are explored in order to create printed pieces using InDesign. Students learn to plan and produce files for printing.

## **CD 123 — Basic Bookbinding**

1.5 credits; 3 lab hours

Students work hands-on to create book structures. Different bookbinding methods are explored, such as non-adhesive structures, accordions, sewing, and case-bound books, with an emphasis on craft and the proper use of materials.

## **CD 124 — Digital Graphics I**

2 credits; 1 lecture and 2 lab hours

This course offers a basic overview of Adobe Illustrator, InDesign, and some Photoshop, with an emphasis on the basic technical aspects of each software program and how they can be used together. Students are also introduced to FIT's online resources and printing capabilities.

## **CD 126 — Digital Graphics Intensive I**

2 credits; 4 lab hours

For one-year Communication Design Foundation students. This course is an in-depth overview of Adobe Illustrator and InDesign, basic Photoshop, and an introduction to FIT online, labs and printing resources. Emphasis is on the technical aspects of each program and use of these programs in tandem.

## **CD 134 — Capturing Creativity**

2 credits; 1 lecture and 2 lab hours

Students document their experience, developing ideas and questions, with an emphasis on writing, drawing, and critical evaluation.

## **CD 173 — Typography I**

2 credits; 1 lecture and 2 lab hours

In this introductory course, students understand the principles of typography and how to use it effectively in their design work. Visual and technical aspects of typography and its history are explored.

### **CD 201 — Computer Typesetting and Design**

2 credits; 1 lecture and 2 lab hours

Introduces the Macintosh computer system as a typesetting and graphic design tool. Through hands-on experience, students develop a working knowledge of hardware and software applications.

### **CD 215 — Design Studio II**

3 credits; 6 lab hours

Using the same design language introduced in CD 115, this class focuses on three-dimensional explorations. Through a series of projects with multiple components, students learn how design influences perception and the interrelationship between visual messages and craft.

Prerequisite(s): CD 115, CD 134, and CD 173.

### **CD 216 — Design Studio Intensive II**

3 credits; 6 lab hours

For one-year Communication Design Foundation students. Students learn how design influences perception by exploring the concepts of scale and dimension through modelmaking and drawing. They participate in a capstone group project that incorporates interdisciplinary principles emphasizing creative, conceptual, and professional development, which is presented to faculty and industry professionals.

Prerequisite(s): CD 116 and CD 173.

### **CD 217 — Capstone Design Studio**

3 credits; 6 lab hours

This capstone course emphasizes creative, conceptual, and professional development through research, concept development, and a final project with a formal presentation to faculty and industry professionals.

Prerequisite(s): AD 216, DE 216, GD 216, and PK 216.

### **CD 222 — Digital Layout II**

2 credits; 1 lecture and 2 lab hours

This course is a continuation of CD 122. Using InDesign, students master the essential elements of design, typography, and image control, including color separations and printing.

Prerequisite(s): CD 122.

### **CD 223 — Introduction to InDesign**

2 credits; 1 lecture and 2 lab hours

Using the Adobe InDesign page layout program, students master the essential elements of design, typography, and image control, and learn to integrate other Adobe applications to enhance their designs.

Prerequisite(s): CD 122 or approval of chairperson.

### **CD 224 — Digital Graphics II**

2 credits; 1 lecture and 2 lab hours

Students explore digital imaging techniques using Adobe Photoshop to create sophisticated composite imagery. Emphasis is on image manipulation, proper scanning, color modes, color correction, pixel dimensions, and output for web and print.

Prerequisite(s): CD 124.

### **CD 225 — Digital Graphics III**

2 credits; 1 lecture and 2 lab hours

This course provides an overview of InDesign and its use in the industry. Emphasis is placed on its features and functions, including typography, page layout, image control, and file preparation.

Prerequisite(s): CD 224.

### **CD 226 — Digital Graphics Intensive II**

2 credits; 4 lab hours

For one-year Communication Design Foundation students. This course introduces the essential techniques of Adobe Photoshop and builds upon CD 126 by utilizing InDesign skills at an advanced level. Focus includes image manipulation using Photoshop and other applications in tandem. Emphasis is on image adjustments and refinements, images in layouts with typography, file preparation and output to multiple platforms.  
Prerequisite(s): CD 126.

### **CD 232 — Visual Language**

2 credits; 1 lecture and 2 lab hours

Students learn to create graphic images and symbols that communicate ideas and expand their graphic vocabulary. Students analyze visual messages and interpret and create meaningful ideas.  
Prerequisite(s): (CD 115 or CD 116) and CD 134.

### **CD 234 — Color Studies**

2 credits; 1 lecture and 2 lab hours

Students develop a thorough understanding of color and color theory, exploring all aspects of color that pertain to paint, light, print, and digital displays. Also addressed are general principles, terminologies, and digital color management.

### **CD 235 — Design History**

3 credits; 3 lecture hours

This course brings a historical perspective to the design experience, introducing concepts, movements, artists, and technologies that have shaped and changed design. Students undertake analysis and research, collect imagery, and write effectively about design.

### **CD 251 — Digital Imagery**

1.5 credits; 3 lab hours

Introduces digital imagery and its tools and techniques. Using Adobe Photoshop, students work with layers to build intricate visual composites containing multiple images, textures, and transparencies, resulting in practical design solutions.

### **CD 261 — Portfolio Development**

1.5 credits; 3 lab hours

For nondegree students seeking to create Communication Design, Advertising Design, Graphic Design, Packaging Design, or Visual Presentation and Exhibition Design portfolios. Students build and define their portfolios to a level that is appropriate to their objectives, including college degree program admission or professional employment or advancement. In addition to portfolios, the course includes analysis of student's goals and writing and design of resumes and business cards.

### **CD 271 — Designing with Type**

1.5 credits; 3 lab hours

Concentrates on solving design problems through the use of type and letter forms. Emphasizes rendering in a variety of media.

### **CD 272 — Advanced Computer Drawing and Typography**

2 credits; 1 lecture and 2 lab hours

This course builds upon the knowledge and skills acquired in CD 172. Emphasis is placed on advanced concepts of drawing and layout through the use of computer-drawn images and typography. Students create three-dimensional images from two-dimensional designs and prepare and optimize vector-based files for print and screen-based presentation.

### **CD 273 — Typography II**

2 credits; 1 lecture and 2 lab hours

Students deepen their knowledge of typography through practical and experimental typographic design exercises. A variety of ways of understanding the expressive nature of letterforms and typographic design are explored.

Prerequisite(s): CD 173.

### **CD 322 — Design Process Technology**

2 credits; 1 lecture and 2 lab hours

Students explore grid systems that will assist in processing more complex typographic information. Students increase composition skills and typographic knowledge.

Prerequisite(s): CD 225 or CD 226.

### **CD 351 — Creating an Illustration Portfolio for the Web**

2 credits; 1 lecture and 2 lab hours

Students are introduced to a basic level of web design and production. Students learn the fundamentals of website layout, navigation, and various ways to develop a web grid using software such as Dreamweaver. The goal is to develop a site structure that houses the student's portfolio.

Prerequisite(s): IL 125.

### **CD 361 — Professional Practices**

2 credits; 2 lecture hours

Future designers and art directors explore the business side of their professions by learning how to develop professional relationships; understand contracts and other business documents; negotiate, estimate, and determine fees; start, manage, and market a business; and address ethical and legal issues.

### **CD 371 — Advanced Typography I**

1.5 credits; 3 lab hours

Explores solutions to advanced typographical problems involving typographic origins, forms, and communication. Both hand and computerized typography are developed.

Prerequisite(s): CD 216 or CD 217.

### **CD 372 — Advanced Typography II**

1.5 credits; 3 lab hours

This course presents a comprehensive study of typographic applications and principles of text, grids, ligatures, and letterform development.

Prerequisite(s): CD 371.

### **CD 373 — The Convergence of Type and Image**

2 credits; 1 lecture and 2 lab hours

Photography students learn to combine typography and photographic imagery to create promotional materials for a photography exhibit. Adobe InDesign is used.

Prerequisite(s): PH 274.

### **CD 441 — Broadcast Design**

2 credits; 1 lecture and 2 lab hours

This course guides students through the process of creating successful time-based design projects, which may be disseminated or broadcast via digital networks. The concept of incorporating motion, sound, and interactivity is introduced and experimentation with nontraditional design solutions is encouraged.

Prerequisite(s): GD 244.

## **CD 442 — Senior 3D Presentation Design**

1.5 credits; 3 lab hours

Students explore the creative process specific to exhibition design in three dimensions. Using three-dimensional graphic design, multimedia, and audiovisuals, they design a custom system as a communications tool.

Prerequisite(s): AD 494.