Communication Design Foundation One–Year AAS Degree Program

School of Art and Design

Applications accepted for fall only.   NYSED: 00760   CIP: 50.0402

The major in Communication Design Foundation is a foundation program that provides qualified students the opportunity to advance to baccalaureate programs in Advertising & Digital Design, Graphic Design, Packaging Design, and Visual Presentation and Exhibition Design, as well as entry-level positions in advertising agencies, graphic and corporate communications companies, and publishing firms. Curriculum below is for the entering class of fall 2021.

Semester 1		Credits
MAJOR AREA	CD 116 - Design Studio Intensive I	3
	CD 126 - Digital Graphics Intensive I	2
	CD 173 - Typography I	2
RELATED AREA	AD 216 - Foundation in Advertising Digital Design	2
	DE 216 - Foundation in Visual Presentation and Exhibition Design	2
	GD 216 - Foundation in Graphic Design	2
	PK 216 - Foundation in Packaging Design	2
Semester 2		
MAJOR AREA	CD 217 - Capstone Design Studio	3
	CD 226 - Digital Graphics Intensive II	2
	CD 232 - Visual Language	2
	CD 234 - Color Studies	2
	CD 235 - Design History	3
	CD 273 - Typography II	2
RELATED AREA	CT 244 - Introduction to Web Design	2
TOTAL CREDIT REQUIREMENTS		
	MAJOR AREA	21
	RELATED AREA	10
	Total Credits:	31

Students who successfully complete the Communication Design AAS program will be able to:

1. Apply two- and three-dimensional foundation principles to visual literacy problems.

2. Recognize and create effective typographic hierarchies as part of original graphic design solutions.

3. Apply research, analysis, and critical thinking skills to the various stages of effective communication design development from concept sketching to complete comprehensive.

4. Create well-executed projects with appropriate attention to detail, using both digital and hand skills.

5. Demonstrate professionalism and confidence in individual and group projects and presentations, which include the combination of oral, written, and visual skills.

6. Develop design solutions that address the parallel relationships between advertising design, graphic design, packaging design, and visual presentation and exhibition design.