# Communication Design Foundation 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 prepares students for entry-level positions across an array of communication design professions. Graduates have the opportunity to advance to baccalaureate programs in Advertising and Digital Design, Graphic Design, Packaging Design, and Visual Presentation and Exhibition Design. Curriculum below is for the entering class of fall 2021.

| Semester 1 | | Credits |
|---|---|---|
| MAJOR AREA | CD 115 - Design Studio I | 3 |
| | CD 124 - Vector Graphics | 2 |
| | CD 173 - Typography I | 2 |
| | CD 235 - Design History | 3 |
| ART HISTORY | HA 112 - History of Western Art and Civilization: Renaissance to the Modern Era | 3 |
| GENERAL EDUCATION | EN 121 - English Composition | 3 |
| **Semester 2** | | |
| MAJOR AREA | CD 215 - Design Studio II | 3 |
| | CD 224 - Digital Imaging and Narrative | 2 |
| | CD 234 - Color Studies | 2 |
| | CD 273 - Typography II | 2 |
| ART HISTORY | choice - see Requirements* | 3 |
| GENERAL EDUCATION | choice - see Requirements/Math* | 3 |
| **Semester 3** | | |
| MAJOR AREA | CD 225 - Introduction to Digital Layout Design | 2 |
| RELATED AREA | AD 217 - Advertising and Digital Design: Principles, Processes, and Practices | 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 |
| GENERAL EDUCATION | choice - see Requirements/Natural Science* | 3 |
| | choice - see Requirements* | 3 |
| **Semester 4** | | |
| MAJOR AREA | CD 217 - Capstone Design Studio | 3 |
| | CD 232 - Visual Language | 2 |
| RELATED AREA | CT 244 - Introduction to Web Design | 2 |
| | choice - see Related Area choices* | 1.5 - 2 |
| GENERAL EDUCATION | choice - see Requirements* | 6 |
| **TOTAL CREDIT REQUIREMENTS** | | |
| | ART HISTORY | 6 |

| | |
|---|---|
| GENERAL EDUCATION | 18 |
| MAJOR AREA | 26 |
| RELATED AREA | 11.5-12 |
| Total Credits: | 61.5-62 |

**\*Fall 2021 Requirements:** See below.

**FIT's General Education and Art History Requirements for Art and Design Associate Degree Programs:**

- Three (3) credits from each required General Education area, totaling 9 credits: G1, G2, and G3
- Six (6) credits from two (2) different areas in **non-HA liberal arts** courses in G4–G10
- Three (3) credits of any 200- or 300-level English literature or speech course
- Six (6) credits from Art and Design History courses: HA 112 (3 credits, required for all Art and Design majors), plus another 3-credit HA course

FIT's General Education courses are organized into the following categories: G1 Basic Communication; G2 Mathematics; G3 Natural Sciences; G4 Social Sciences; G5 Western Civilization; G6 The Arts; G7 Humanities; G8 Foreign Language; G9 Other World Civilizations; G10 American History.

See list of General Education approved courses under FIT's General Education Requirements and Courses. An FIT General Education course cannot be used to meet more than one General Education area.

**Note**: Students who plan to enroll in the Advertising & Digital Design BFA degree program should take SS 131 in the AAS program as part of their General Education courses. Please review your DARS audit to determine if a particular course is required by your major to meet General Education credits.

**Related Area Elective(s): 1.5–2 credits**
CHOICE of one of the following:
AD 364, GD 202, FA 103, 141, 171, PH 118, or PK 212

**Upper Division Alternative(s):**
Graduates of this program are eligible to apply for admission to the Bachelor of Fine Arts programs in Advertising & Digital Design, Graphic Design, Packaging Design, Visual Presentation and Exhibition Design, Animation, Interactive Media & Game Design, and Toy Design. By completing certain course requirements, graduates may also apply to the Bachelor of Science program in Advertising and Marketing Communications.

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.