

Communication Design Foundation AAS Degree Program

<http://fitnyc.edu/communicationdesign>

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 provides. 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 2024.

Semester 1		Credits			
MAJOR AREA	CD 115 - Design Studio I	3	ART HISTORY		6
			GENERAL EDUCATION		18
	CD 124 - Vector Graphics	2	MAJOR AREA		26
	CD 173 - Typography I	2	RELATED AREA		11.5-12
ART HISTORY	CD 235 - Design History	3	Total Credits:		61.5-62
	any 100-level HA course	3			
	GENERAL EDUCATION EN 131 - English Composition and Rhetoric	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			
	AD 217 - Advertising and Digital Design: Principles, Processes, and Practices	2			
RELATED AREA	DE 216 - Foundation in Spatial Experience Design	2			
	GD 216 - New Approaches to 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					

***Fall 2024 Requirements:** See below.

FIT's Liberal Arts Requirements for Associate Degree Programs: 24 credits total

- Three (3) credits EN 131 meets SUNY GE: Communication-Written (COMW) and Communication-Oral (COMO)
- Three (3) credits of any 200- or 300-level English literature or speech course
- Three (3) credits SUNY GE: Mathematics (and Quantitative Reasoning) (MATH)
- Three (3) credits SUNY GE: Natural Science (and Scientific Reasoning) (NSCI)
- Three (3) credits SUNY GE: Diversity: Equity, Inclusion and Social Justice (DVR) **excluding History of Art (HA) courses.**
- Three (3) credits any 100-level History of Art course
- Three (3) credits any History of Art course
- Three (3) credits from SUNY General Education courses in any of the following areas **excluding History of Art (HA) courses.**
 - SUNY GE: The Arts (ARTS)
 - SUNY GE: World History and Global Awareness (GLBL)
 - SUNY GE: Humanities (HUMN)
 - SUNY GE: Social Science (SOCS)
 - SUNY GE: US History and Civic Engagement (USCV)
 - SUNY GE: World Languages (WLNG)

See list of Gen Ed approved courses under NEW FIT's General Education Requirements and Courses. An FIT Gen Ed 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 Gen Ed 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, FA 103, FA 141, FA 171, GD 202, 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, Spatial Experience 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.