Communication Design, AAS

School of Art, Humanities, Social Sciences and Public Service

Program Description

The Communication Design AAS is a project-based learning, tightly sequenced curriculum designed to enhance a student's creative, visual and technical knowledge and proficiency of graphic design, interactive design, and dynamic media for entry-level workforce employment. Students apply designer-based insights and integrate iOS devices and Adobe desktop and mobile apps to produce and deploy their work across print, screen-based media, and web and mobile communications.

Career Opportunities

Students can pursue a wide range of career tracks in interactive design, publication design, branding, advertising, motion graphics, graphic/web design, information visualization, exhibition/retail design and environmental graphics. About 25 percent of individuals are contract professionals working on creative/technical projects.

Program Learning Outcomes

Upon successful completion of this program, students will be able to:
- Conceive appropriate design ideas, concepts and solutions.
- Develop and prototype potential visual communication design solutions for specific problems for the intended audience.
- Create visual communications demonstrating competent formal design skills based in basic design principles and aesthetics: appropriate typography, composition and construction of relevant imagery.
- Utilize the appropriate media, materials, tools, technology, such as, Adobe desktop and mobile apps and Android and iOS smartphones and tablets and various techniques to create visual communications.
- Develop interpersonal skills to interact effectively and harmoniously within a creative team

Sugg. Term	Seq #	Course ID	Course Title	Cr	Prereq/Coreq(Co)	Options Available
1st Fall	1	PDV 101	First Year Seminar	1		
	2	ENG 161	College Writing	3	ENG 085 or Placement	
	3	GCT 100	Design Technology I	1		
	4	GCT 115	Design & Layout I	3		
	5	GCT 151	Art & Illustration I	3		
	6	Elective	Restricted Elective	3		
	7	PSY 160	General Psychology	3		Page 47, Column III
1st Spring	8	ENG 162	Technical Communication	3	ENG 161	ENG 165
	9	GCT 126	Motion Graphics	3		
	10	GCT 131	Type & Publishing I	3		
	11	GCT 156	Graphics Production	3	GCT 151	
	12	GCT 161	Creative Imaging I	3		
2nd Fall	13	GCT 164	Interactive Design	3	GCT 126	
	14	GCT 200	Design Technology II	3	GCT 100	
	15	GCT 290	Design Works	3	Completion of 24 GCT Credits	
	16	Elective	Restricted Elective	3		
	17	MTH 161	Modern College Mathematics	3	MTH 052 or Placement	MTH 157
2nd Spring	18	CPT 203	HTML and CSS	3		
	19	GCT 296	UI/UX Design	3	GCT 164	
	20	GCT 299	Design Internship	3	GCT Program Director Recommendation	
	21	Elective	Restricted Elective	3		
	22	SPC 155	Effective Speech	3		Page 47, Column I
Minimum Program Credits				**62**		**CMD**

Restricted Electives: BUS 188; BUS 262; VPP 100; VPP 150; VPP 160; VPP 170; VPP 290