

# COMMUNICATION DESIGN (COM DSGN)

## Communication Design (COM DSGN) 101

### Introduction to Communication Design

Introduction to the communication design industry through the application of industry-standard software and essential skills, concepts, and design techniques. Digital image editing, illustration, page layout and the processes in each will be discussed. Writing assignments, as appropriate to the discipline, are part of the course.

2 Laboratory hours. 2 Lecture hours. 3 Credit Hours.

**Offered At:** KK

## Communication Design (COM DSGN) 102

### Website Design I

Basic procedures in preparing website design and production; includes web code techniques, color theory, typography and composing style sheets and photo layout. Writing assignments, as appropriate to the discipline, are part of the course.

2 Laboratory hours. 2 Lecture hours. 3 Credit Hours.

**Offered At:** KK

## Communication Design (COM DSGN) 104

### Digital Photography

Basic study of the industry and practice of photography using the digital camera. Topics include basic camera operations and techniques, portraits, lighting, and post-production techniques such as editing and retouching. Writing assignments, as appropriate to the discipline, are part of the course.

2 Laboratory hours. 2 Lecture hours. 3 Credit Hours.

**Offered At:** KK

## Communication Design (COM DSGN) 132

### Publication Design

A study of digital publication design and digital prepress production with emphasis on planning and problem-solving in layout and desktop, desktop publishing, digital imaging, proofing and digital print work. Writing assignments, as appropriate to the discipline, are part of the course. Allowed Repeatable Course: Not more than an accumulated six credit hours will be counted towards graduation.

*Grade of C or higher in COM DSGN 101 or consent of Department Chairperson*

2 Laboratory hours. 2 Lecture hours. 3 Credit Hours.

**Offered At:** KK

**Repeatable:** Yes, up to 2 times

## Communication Design (COM DSGN) 150

### Graphic Design I

An introductory course on the foundations, principles and elements of graphic design. Students will utilize industry-standard professional graphics software to explore various concepts in visual communication for both print and electronic media. Industry terminology and practices will be presented with an emphasis on problem-solving and the design process. Students will apply the theories of graphic design to produce various deliverables such as corporate identity, advertising and brochures. Writing assignments, as appropriate to the discipline, are part of the course.

*Grade of C or better in COM DSGN 101 and ART 144 or consent of the Department Chairperson.*

2 Laboratory hours. 2 Lecture hours. 3 Credit Hours.

**Offered At:** KK

## Communication Design (COM DSGN) 202

### Website Design II

Focus on website design and production; Includes web code techniques, color theory, typography and composing style sheets and photo layout. Explores animation on the web using current web publishing software applications. Writing assignments, as appropriate to the discipline, are part of the course.

*Grade of C or higher in COM DSGN 102 or consent of Department Chairperson*

2 Laboratory hours. 2 Lecture hours. 3 Credit Hours.

**Offered At:** KK

## Communication Design (COM DSGN) 212

### Motion Graphics I

Basic study of animation using industry-standard vector software to create motion, including animated shorts, information graphics, and multimedia presentations. Writing assignments, as appropriate to the discipline, are part of the course.

*Grade of C or higher in COM DSGN 101 or consent of Department Chairperson*

2 Laboratory hours. 2 Lecture hours. 3 Credit Hours.

**Offered At:** KK

## Communication Design (COM DSGN) 213

### Motion Graphics II

This course is a continuation of the study of motion graphics with an interest in commercial applications using industry-standard software. Topics include motion graphics principles, design and composition, timing, storyboarding and planning, visual storytelling, sound and music development, and synchronization. Writing assignments, as appropriate to the discipline, are part of the course.

*Grade of C or better in COM DSGN 212 or consent of Department Chairperson*

2 Laboratory hours. 2 Lecture hours. 3 Credit Hours.

**Offered At:** KK

## Communication Design (COM DSGN) 224

### Digital Typography

This course is designed to familiarize the student with the computer hardware and software application used in the visual communication industry. Emphasis on the study of typography font design, specification, effects and copy fitting. Also, a study of the historical developments of typography from ancient to modern times will be studied. Writing assignments, as appropriate to the discipline, are part of the course. Allowed Repeatable Course: Not more than an accumulated six credit hours will be counted towards graduation.

*Grade of C or better in COM DSGN 101 and ART 144 or consent of the Department Chairperson.*

2 Laboratory hours. 2 Lecture hours. 3 Credit Hours.

**Offered At:** KK

**Repeatable:** Yes, up to 2 times

### **Communication Design (COM DSGN) 250**

#### **Graphic Design II**

An intermediate course on the principles and elements of graphic design with a focus on three-dimensional design such as packaging and environmental design such as merchandising displays and signage. Students will also be introduced to the concepts of brand development and target marketing for the retail environment. Students will utilize industry-standard professional graphics software to explore appropriate concepts in visual communication. Industry terminology and practices will be presented with an emphasis on problem-solving and the design process. Students will apply the theories of graphic design to produce various deliverables such as packaging, point-of-purchase displays, signage and other 3-dimensional designs. Writing assignments, as appropriate to the discipline, are part of the course.

*Grade of C or better in COM DSGN 150 or consent of Department Chairperson.*

2 Laboratory hours. 2 Lecture hours. 3 Credit Hours.

**Offered At:** KK

### **Communication Design (COM DSGN) 290**

#### **Practicum Internship**

This course is designed to provide the student with further academic support while completing the Visual Communications practicum internship to gain experience in the field. On-the-job strategies, furthering student's design education and training, seminars for career development as well as other topics that are career-related will be discussed. Writing assignments, as appropriate to the discipline, are part of the course. Allowed Repeatable Course: Not more than an accumulated six credit hours will be counted towards graduation.

*Completion of the Communication Design curriculum or Consent of Department Chairperson.*

2 Laboratory hours. 2 Lecture hours. 3 Credit Hours.

**Offered At:** KK

**Repeatable:** Yes, up to 2 times

### **Communication Design (COM DSGN) 298**

#### **Design Studio**

This capstone class prepares students for the visual communications industry, including the study of design and the design business: sales, marketing, strategic planning, production, estimating, services, studio layouts, staff positions, management and proposal writing. Writing assignments, as appropriate to the discipline, are part of the course.

*Completion of the Communication Design curriculum or Consent of Department Chairperson*

2 Laboratory hours. 2 Lecture hours. 3 Credit Hours.

**Offered At:** KK