COMMUNICATION DESIGN

You believe that visual communication can be most effective by understanding the best practices of art, principles of design, and typographic design that accompany any visual message. You want a degree that will allow you to conceptualize and execute the visual side of print design and electronic and social media. If you’re looking for a hands-on program that will allow you to experience the many facets of the field -- illustration 2 and 3-D design, digital and typographic design, computer graphics, web site design, 3D computer animation, and time-based design -- then Northampton’s Communication Design Associate in Applied Science degree program (print-web or new media track) will offer you the opportunity to gain employment in the field, or to transfer to a four-year institution.

WHY IS THIS PROGRAM FOR YOU?

» You’ll create graphic and new media/social media designs to build a portfolio that will showcase your creative abilities when seeking employment or transferring into a four-year program.

» You will understand how to brand and market yourself as a visual communicator and will have an opportunity to do so at a capstone portfolio review.

WHAT WILL YOU LEARN?

» You will learn best current practices in graphic design, product branding and package design.

» You’ll explore a variety of current computer animation software and state of the art digital technology, including best practices of computer animation and visual effects; 3D model building and rendering, lighting, key-frame animation and character animation.
You’ll develop a foundation in the basic principles of computer animation as well as how to implement them using industry standard web animation software, all while being encouraged to apply your own personal expression.

You will learn how to design website using coding such as CSS, HTML, Java script, PHP, etc.

You’ll become equipped with the skills necessary for storyboarding, script writing, character development, theories and practices used in pre-production, and creating a new media video.

You will learn how to create amazing projection mapping design using sophisticated equipment in real world projects.

The capstone Portfolio Workshop course will teach you how to create a personal Identity System and assemble a portfolio in both hard-copy and digital formats.

**EMPLOYMENT OPPORTUNITIES**

- Graphic Designer
- Computer Graphics Artist
- Free-Lance Designer
- Web Designer
- New Media Designer
- Package Designer
- Digital Photographer
- 3D Computer Animator

**READY TO FIND OUT MORE?**

The Humanities & Social Sciences Department is ready to answer your questions! Call 610.332.5312.

Ready to enroll, or have admissions and enrollment-related questions? Call 610.861.5500.

Information about this and other programs is available online at www.northampton.edu/programs.

**RELATED PROGRAMS**

- Fine Art
- Web Site Design Specialized Diploma
- Web Development
- Computer-Aided Design