



# Communication Design - New Media - Associate in Applied Science (2022-2023 Catalog)

## SEMESTER-BY-SEMESTER PROGRAM MAP FOR FULL-TIME STUDENTS

Courses are listed in preferred order of completion

Plans can be modified to fit student needs by adding more semesters

**Choose your courses with your Advisor.**

Developmental Education Courses <i>(if required)</i>			
<input type="checkbox"/>	ACLS050	Introduction to Academic Literacy	<input type="checkbox"/>
<input type="checkbox"/>	ENGL027	Writing Skills Workshop	<input type="checkbox"/>
<input type="checkbox"/>			MATH020
<input type="checkbox"/>			MATH022
<input type="checkbox"/>			MATH026

complete	Course #	Course Title	Credits	Gen Ed	Pre-requisites / Co-requisites	
Semester 1	<input type="checkbox"/>	COLS101	College Success	1		
	<input type="checkbox"/>	ARTA101	Art History Survey	3		
	<input type="checkbox"/>	ARTA107	Drawing I	3		
	<input type="checkbox"/>	ARTA111	Principles of 2D Design and Color	3		
	<input type="checkbox"/>	ARTA170	Computer Graphics	4		
	<input type="checkbox"/>	ENGL101	English I	3	Comm.	PRE: ENGL Placement Policy
			Total Semester Credits:	17		
Semester 2	<input type="checkbox"/>	ARTA110	Principles of 3D Design	3		
	<input type="checkbox"/>	ARTA124	Drawing II	3		PRE: ARTA107 and ARTA 111
	<input type="checkbox"/>	ARTA130	Intro to Web Site Design	3		PRE: ARTA170
	<input type="checkbox"/>	ARTA180	Digital Design and Typography I	3		PRE: ARTA170
	<input type="checkbox"/>	ENGL151L	English II (Literature)	3	Comm.	PRE: ENGL101
		Total Semester Credits:	15			
Semester 3	<input type="checkbox"/>	ARTA131	Intro to 3D Computer Animation	3		PRE: ARTA170
	<input type="checkbox"/>	ARTA132	Web Animation	3		PRE: ARTA130
	<input type="checkbox"/>	ARTA281	Digital Design and Typography II	3		PRE: ARTA180
	<input type="checkbox"/>	ARTA230	New Media Theory and Practice	3		PRE: ARTA170
	<input type="checkbox"/>	CMTH102	Introduction to Communication	3	Comm.	
	<input type="checkbox"/>		Elective*	3		Depends on the course selected
		Total Semester Credits:	18			
Semester 4	<input type="checkbox"/>	ARTA233	Advanced 3D Computer Animation	3		PRE: ARTA131
	<input type="checkbox"/>	ARTA236	Interactive Design	3		PRE: ARTA132
	<input type="checkbox"/>	ARTA231	New Media Productions	3		PRE: ARTA230
	<input type="checkbox"/>	ARTA285	Portfolio Workshop	3		PRE: ARTA281
	<input type="checkbox"/>		SIT General Education Elective	3	SIT	Depends on the course selected
	<input type="checkbox"/>		SSHB General Education Elective	3	SSHB	Depends on the course selected
		Total Semester Credits:	18			
		Total Degree Credits	68			

General Education Requirements		
<input type="checkbox"/>	ENGL151L	Diversity
<input type="checkbox"/>		Writing Intensive

**Notes:**

\*Suggested Electives: ARTA240 Advanced Website Design or ARTA282 Digital Photography

This program requires attendance of day classes and cannot be completed taking only evening classes.

Societies & Institutions Over Time (SIT)
ARCH 155 Architectural History II 1870-Present (AAS ONLY)
CMTH 221 History of Broadcasting
GEOG 101 World Geography
GEOG 151 Geography of the U.S. and Canada (G-WI)
GLBL 130 Intro to Global Studies
GLBL 160 Field Experience & Acad Research in GS
GLBL 230 Global Studies Capstone
HIST 103 Ancient and Medieval History
HIST 113 American History I (G-WI)
HIST 121 The Black Experience (G-WI)
HIST 123 African Civilization
HIST 140 Modern Chinese History
HIST 153 Found of Mod Euro History, 1300-1815 (G-WI)
HIST 163 American History II
HIST 165 The American Experience of Warfare (G-WI)
HIST 166 Civil War and Reconstruction (G-WI)
HIST 168 History of the Middle East (G-WI)
HIST 169G History of Latinos in the US
HIST 173 Mod European History, 1815 to Present (G-WI)
HIST 183 Modern American History 1945-Present
HIST 210 History of Mod Science, 1859 to Present
HIST 211 History of Pennsylvania
INTS 201 Implementing Sustainable Energy System...
INTS 202 The Architecture of the City: Classic to Contemp.
POLS 101 Introduction to Political Science
POLS 105 American Constitutional Law (G-WI)
POLS 110 American National Government (G-WI)
POLS 150 Peace Studies & Conflict Resolution (Study Abroad)
POLS 170 Politics of Modern Turkey (Study Abroad)
POLS 202 International Relations
POLS 205 Women and Politics (G-WI)
POLS 251 State and Local Government (G-WI)
SOCA 102 Cultural Anthropology (G-WI)
SOCA 105 American Ethnicity
SOCA 160 Issues in Contemp.Genocide & Mass Violence

Scientific Study of Human Behavior (SSHB)
CJST 101 Intro to Criminal Justice
ECON 201 Macroeconomics
FDST110 Food and Identity
GEOG 121 Environmental Sustainability (G-WI)
GEOG 140 Investigating Climate Change )
GEOG 271 Intro to Geographic Info Systems
HUMA 250 Research Methods in Social Sciences (G-WI)
INTS 250 Study Abroad
PSYC 103 Introduction to Psychology (G-WI)
PSYC 205 Research Methods
PSYC 230 Introduction to Health Psychology
PSYC 235 Dev Child Psychopathology
PSYC 245 Cognitive Psychology
PSYC 255 Abnormal Psychology
PSYC 258 Developmental Psychology (G-WI)
PSYC 265 Psychology of Sex and Gender
SOCA 103 Principles of Sociology (G-WI)
SOCA 125 Sociology of Families (G-WI)
SOCA 210 Sociology of Gender

Electives for AAS Degrees
All courses except: OXX-level courses; EARL221, 222
<i>ARTA240 Advanced Website Design or ARTA282 Digital Photography are recommended.</i>

Writing Intensive Gen Ed Courses (WI)
BIOS105G Contemporary Biology
THEA 211G Plays: Classical to Cont
ENGL 201G British Literature I
ENGL 203G Shakespeare
ENGL 205G American Literature I
ENGL 211G Plays: Classical to Contemporary
ENGL 215G Multicultural Adolescent Literature
ENGL 250G Latin American Literature
ENGL 251G British Literature II
ENGL 255G American Literature II
ENGL 256G Modern Poetry
ENGL 257G 20th Century Lit by Women
ENGL 260G Contemporary Literature
ENGL 264G Irish Literature
ENGL 265G African-American Literature
GEOG 121G Environmental Sustainability
GEOG 151G Geography of the US & Canada
HIST 113G American History I
HIST 121G The Black Experience
HIST 153G Found of Mod Euro Hist (1300-1815)
HIST 165G The American Experience of Warfare
HIST 166G Civil War and Reconstruction
HIST 168G History of the Middle East
HIST 169G History of Latinos in the US
HIST 173G Mod Euro History, 1815 to Present
HUMA 121G The American Work Experience
HUMA 140G Intro to Women & Gender Studies
HUMA250G Research Methods in the Social Sciences
PHIL 111G On Death and Dying
PHIL 202G Ethics and Moral Problems
POLS 105G American Constitutional Law
POLS 110G American National Government
POLS 205G Women and Politics
POLS 251G State and Local Government
PSYC 103G Introduction to Psychology
PSYC 258G Developmental Psychology
SOCA 102G Cultural Anthropology
SOCA 103G Principles of Sociology
SOCA 125G Sociology of Families

**Program Narrative:**

Communication design is a dynamic and growing profession in the media marketplace. Development in new Internet technology and capabilities, as well as the proliferation of PDAs, require people with interactive design skills and knowledge to create content for these new communication networks. The Communication Design program will assist you in developing the creative, conceptual and technical skills necessary to meet the challenge of digital, print, and social media marketplaces and will offer the opportunity to gain employment in the field, or to transfer to a four-year institution. You'll be prepared to work within the social networking world of Twitter and Facebook; you'll know how to launch ideas and apps through smart phones and tablets.

The program offers students an opportunity to select a 'specialized track' in their second year of studies – either Print/Web or New Media.

### **Program Learning Outcomes:**

The goal of the Communication Design program is to prepare students for successful job entry into the Communication Design field or to prepare them for transfer to a 4 - year baccalaureate program at a college/university. The Communication Design curriculum combines foundation studio courses in art and design principles, specialized design courses in professional practices and computer graphics training, as it pertains to the Communication Design profession. Upon completion of the program, students will have developed a clear and demonstrable understanding of the core technical, conceptual and aesthetic issues of the area of studies.

Students will assemble a portfolio drawn from examples of coursework, in preparation for a job search within the Communication Design discipline or transfer to a 4 - year college or university program.

Following are descriptions of the desired core outcomes covered throughout the program, categories of measures for evaluation and the levels of competency/grade criteria for assessment.

#### **PROGRAM OUTCOME 1: Media, Techniques and Applications, Craftsmanship:**

Students understand basic art media (materials) and can create artworks demonstrating acquired core techniques and their applications (skills using various tools and equipment) with proficient craftsmanship (appropriate control and refinement.)

#### **PROGRAM OUTCOME 2: Design and Creativity**

Students demonstrate an understanding of Design (form and its organization) by their use of the Elements of Art (line, shape/mass, value, color, texture, space, time) and can apply the Principles of Organization (harmony, variety, balance, proportion, dominance, movement and economy) to produce artworks with a strong sense of unity. Students show Creativity (the process of synthesizing understanding and imagination) in their design solutions on issues of form, style, and content.

#### **PROGRAM OUTCOME 3: Terminology, Critical Thinking Skills, Critique**

Students recognize and are able to use the technical and aesthetic terminology of communication design. Students develop and use critical thinking skills and are able to analyze artworks, both verbally and in writing. Students can critique their own work and that of their peers within the wider context of historical and contemporary visual culture.

#### **PROGRAM OUTCOME 4: Professional Preparedness, Proficiency, Marketing and Advertising, Portfolio**

Students demonstrate an understanding of the design industries best - practices and theories that reflect current cultural trends to professionally prepare them for an entry - level position or enable them to transfer to a baccalaureate level Communication Design Program.

Students work exhibits proficiency in both design and the technical aspects of multimedia including: print, web, and motion design

Students understand basic principles and practices of marketing and advertising.

Students create a professional design portfolio (hard copy and web) and professional identity system.

### **Transfer Information:** NCC Communication Design graduates have transferred to:

Cedar Crest College	Kutztown University	Moravian College
School of Visual (NYC)	Pratt Institute (NYC)	Tyler School of Art at Temple University (Philadelphia)
University of the Arts (Philadelphia)	Savannah College of Art and Design (Savannah, Georgia)	Ringling College of Art and Design (Sarasota, Florida)
Academy of Art University (San Francisco, CA)	Rochester Institute of Technology (Rochester, NY)	

### **Career Information:**

Designers are creative thinkers & visual problem solvers who create graphic solutions. NCC offers talented students a solid education in the elements and principles of art, editorial design layout, typographic design, photography, web design, 3D computer animation and motion graphics. The curriculum prepares students with real-world, hands-on projects that address current industry trends and needs.

Graphic designers prepare artwork for many purposes, from video game design to web animation or print media. The designer's process is a fascinating one, involving analyzing, brainstorming, and developing concepts that are "outside the box" and address the client's needs to market to a target audience in a visually compelling way. NCC invites students to sink their teeth into the hands-on learning and well-balanced education they'll receive through classroom and laboratory learning experiences.

Communication Design students exhibit their creative designs in Communications Hall and on the NCC Art Department web site ([art.northampton.edu](http://art.northampton.edu)). An annual portfolio review is the capstone experience in the Communication Design program. During this portfolio review, students have an opportunity to showcase their digital portfolios to professionals in the communication design industry in the Lehigh Valley.

Graphic designers create visual concepts, by hand or using computer software, to communicate ideas that inspire, inform, or captivate consumers. They help to make an organization recognizable by selecting color, images, or logo designs that represent a particular idea or identity to be used in advertising and promotions. Most of these workers are employed in specialized design services, publishing, or advertising, public relations and related services. According to the United States Department of Labor's Bureau of Labor Statistics (bls.gov), employment of graphic designers is projected to increase by 13 percent by 2020, about as fast as the average for all occupations.

Career Potential: Assistant Art Director, Computer Graphic Artist, Newspaper/Magazine layout, Package Design, Pre-Press Technician, Illustrator, Web Designer, Corporate Communications Designer and Animator.