



COMMUNICATION DESIGN – NEW MEDIA
Associate in Applied Science (2018-2019 Catalog)

Student Name: _____

Advisor Name: _____

Developmental Education Courses (if required)

English Placement			Math Placement		
<input type="checkbox"/>	ACLS025	Academic Reading and Writing Skills I	<input type="checkbox"/>	MATH 020	Pre-Algebra
<input type="checkbox"/>	ACLS026	Academic Reading and Writing Skills II	<input type="checkbox"/>	MATH 022	Elementary Algebra
<input type="checkbox"/>	ACLS050	Introduction to Academic Literacy	<input type="checkbox"/>	MATH 026	Intermediate Algebra
<input type="checkbox"/>	ENGL027	Writing Skills Workshop			

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

Courses are listed in preferred order of completion

Plans can be modified to fit the needs of part-time students by adding more semesters

Choose your courses with your Success Navigator or Faculty Advisor.

Complete	Semester 1					
	Course #	Course Title	Credits	Gen Ed	Term/Location Offered (Fall, Winter, Spring, Summer) (Bethlehem, Monroe, Fowler, Online)	Pre-requisites / Co-requisites (PRE / CO)
<input type="checkbox"/>	COLS101	College Success	1		FA, SP, SU; BETH, MROE, DIST	
<input type="checkbox"/>	ARTA101	Art History Survey	3		FA; BETH, MROE SP; BETH, SBTH, MROE SU; BETH	
<input type="checkbox"/>	ARTA107	Drawing I	3		FA, SP, SU; BETH, MROE, DIST	
<input type="checkbox"/>	ARTA111	Principles of 2D Design and Color	3		FA, SP; BETH FA; MROE	
<input type="checkbox"/>	ARTA170	Computer Graphics	4		FA, SP; BETH, MROE	
<input type="checkbox"/>	ENGL101	English I	3	Communication	FA, SP, SU; BETH, MROE, DIST	PRE: ENGL Placement Policy
	Total Semester Credits:		17			
Complete	Semester 2					
	Course #	Course Title	Credits	Gen Ed	Term/Location Offered	Pre-requisites/Co-requisites
<input type="checkbox"/>	ARTA110	Principles of 3D Design	3		FA, SP; BETH, MROE SP; BETH	
<input type="checkbox"/>	ARTA124	Drawing II	3		FA; BETH, MORE SP; MROE	PRE: ARTA107 and ARTA 111
<input type="checkbox"/>	ARTA130	Intro to Web Site Design	3		FA, SP; BETH, MROE, DIST	PRE: ARTA170
<input type="checkbox"/>	ARTA180	Digital Design and Typography I	3		SP; BETH	PRE: ARTA170
<input type="checkbox"/>	ENGL151L	English II (Literature) (D)	3	Communication	FA, SP, SU; BETH, MROE, DIST	PRE: ENGL101
	Total Semester Credits		15			
Complete	Semester 3					
	Course #	Course Title	Credits	Gen Ed	Term/Location Offered	Pre-requisites/Co-requisites
<input type="checkbox"/>	ARTA131	Intro to 3D Computer Animation	3		FA; BETH	PRE: ARTA170
<input type="checkbox"/>	ARTA132	Web Animation	3		FA; BETH FA, SP, SU; DIST	PRE: ARTA130
<input type="checkbox"/>	ARTA281	Digital Design and Typography II	3		FA, SP; BETH	PRE: ARTA180
<input type="checkbox"/>	ARTA230	New Media Theory and Practice	3		FA, SP; BETH	PRE: ARTA170
<input type="checkbox"/>	CMTH102	Introduction to Communication	3	Communication	FA, SP, SU; BETH, MROE, DIST	
<input type="checkbox"/>		Elective*	3			
	Total Semester Credits		18			
Complete	Semester 4					
	Course #	Course Title	Credits	Gen Ed	Term/Location Offered	Pre-requisites/Co-requisites
<input type="checkbox"/>	ARTA233	Advanced 3D Computer Animation	3		SP; BETH	PRE: ARTA131
<input type="checkbox"/>	ARTA236	Interactive Design	3		SP; BETH	PRE: ARTA132
<input type="checkbox"/>	ARTA231	New Media Productions	3		SP; BETH	PRE: ARTA230
<input type="checkbox"/>	ARTA285	Portfolio Workshop	3		SP; BETH	PRE: ARTA281
<input type="checkbox"/>		SIT General Education Elective	3	SIT	FA, SP, SU; BETH, MROE, DIST	
<input type="checkbox"/>		SSHB General Education Elective	3	SSHB	FA, SP, SU; BETH, MROE, DIST	
	Total Semester Credits:		18			
	Total Degree Credits:		68			

Notes:

- Elective: 0XX-level courses & EARL 221 & 222. *Suggested Electives: ARTA 131, 136, or 164
- One course should be designated as Diversity and Global Awareness (D).
- Suggested SIT Elective: SOCA 102 – Cultural Anthropology.
- Suggested SSHB Elective: PSYC103 – Introduction to Psychology.
- Students must take one Social Science Elective (SIT or SSHB) in a Writing Intensive (WI) section.
- Computer competencies and mathematics outcomes are included in various courses in this program. Thus, completing the program automatically satisfies the computing and mathematics requirements for this program.
- This program requires attendance of day classes and cannot be completed taking only evening classes.

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). 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.

Arts & Humanities (AH) Electives	Societies & Institutions over Time (SIT) Electives	Diversity (D) Electives	Suggested Electives
ARTA 100 Art and Visual Thinking	CMTH 221 History of Broadcasting	BIOS 126 Environmental Science	ARTA 131 Introduction to 3D Computer Animation
ARTA 101 Art History Survey	GEOG 101 World Geography	BIOS 210 Environmental Biology	ARTA 136 Interactive Design
CMTH 110 Introduction to the Theatre	GEOG 151 Geography of the U.S. and Canada (G-WI)	BUSA 115 Intro to International Business	ARTA 164 Printmaking
CMTH 111 Acting I	GLBL 130 Intro to Global Studies	CJST 250 Contemporary Issues in Criminal Justice	
CMTH 115 Technical Theatre	GLBL 160 Field Experience & Acad Research in GS	CMTH 126 The Communication Arts	
CMTH 117 Stagecraft	GLBL 230 Global Studies Capstone	CMTH 211 Plays: Classical to Contemporary	
CMTH 126 The Communication Arts	HIST 103 Ancient and Medieval History	CMTH 215 Intercultural Communication	
CMTH 189 Stage Voice and Movement	HIST 113 American History I (G-WI)	DANC 101 Dance History	
CMTH 190 Stage Production	HIST 121 The Black Experience (G-WI)	ENGL 151L English II (Literature)	
CMTH 206 Directing	HIST 123 African Civilization	ENGL 205 American Literature I	
CMTH 211 Plays: Classical to Contemporary (G-WI)	HIST 140 Modern Chinese History	ENGL 211 Plays: Classical to Contemporary	
CMTH 212 Acting II	HIST 153 Found of Mod Euro History, 1300-1815 (G-WI)	ENGL 215 Multicultural Adolescent Literature	
CMTH 218 Theatre Portfolio	HIST 163 American History II	ENGL 250 Latin American Literature	
CMTH 220 Introduction to Film	HIST 165 The American Experience of Warfare	ENGL 251 British Literature II	
DANC 101 Dance History	HIST 166 Civil War and Reconstruction (G-WI)	ENGL 253 Creative Writing	
DANC 110 Ballet I	HIST 168 History of the Middle East (G-WI)	ENGL 255 American Literature II	
DANC 120 Modern Dance I	HIST 173 Mod European History, 1815 to Present (G-WI)	ENGL 256 Modern Poetry	
DANC 130 Jazz I	HIST 210 History of Mod Science, 1859 to Present	ENGL 257 20th Century Lit by Women	
DANC 210 Ballet II	HIST 211 History of Pennsylvania	ENGL 260 Contemporary Literature	
DANC 220 Modern Dance II	INTS 202 The Architecture of the City: Classic to Contemporary	ENGL 264 Irish Literature	
DANC 230 Jazz II	POLS 101 Introduction to Political Science	ENGL 265 African-American Literature	
ENGL 201 British Literature I (G-WI)	POLS 105 American Constitutional Law (G-WI)	ENGL 267 Poetry Writing	
ENGL 203 Shakespeare (G-WI)	POLS 110 American National Government (G-WI)	GEOG 101 World Geography	
ENGL 205 American Literature I (G-WI)	POLS 150 Peace Studies & Conflict Resolution (Study Abroad)	GEOG 121 Environmental Sustainability	
ENGL 211 Plays: Classical to Contemporary (G-WI)	POLS 170 Politics of Modern Turkey (Study Abroad)	GEOG 151 Geography of the U.S. and Canada	
ENGL 215 Multicultural Adolescent Literature (G-WI)	POLS 202 International Relations	GEOG 210 Weather and Climate	
ENGL 250 Latin American Literature (G-WI)	POLS 205 Women and Politics (G-WI)	GLBL 130 Intro to Global Studies	
ENGL 251 British Literature II (G-WI)	POLS 251 State and Local Government (G-WI)	GLBL 160 Field Experience & Acad Research in GS	
ENGL 253 Creative Writing	SOCA 102 Cultural Anthropology (G-WI)	GLBL 230 Global Studies Capstone	
ENGL 255 American Literature II (G-WI)	SOCA 105 American Ethnicity	HIST 113 American History I	
ENGL 256 Modern Poetry (G-WI)	SOCA 160 Issues in Contemporary Genocide & Mass Violence	HIST 121 The Black Experience	
ENGL 257 20th Century Lit by Women (G-WI)		HIST 140 Modern Chinese History	
ENGL258 Fiction Writing		HIST 165 The American Experience of Warfare	
ENGL 260 Contemporary Literature (G-WI)		HIST 166 Civil War & Reconstruction	
ENGL 264 Irish Literature (G-WI)	Scientific Study of Human Behavior (SSHB) Electives	HIST 168 History of the Middle East	
ENGL 265 African-American Literature (G-WI)	ECON 201 Macroeconomics	HIST 173 Mod Euro History: 1815-Present	
ENGL 267 Poetry Writing	GEOG 121 Environmental Sustainability (G-WI)	HUMA 121 American Work Experience	
HUMA 121 The American Work Experience (G-WI)	GEOG 140 Investigating Climate Change)	HUMA 140 Intro to Women and Gender Studies	
HUMA 140 Intro to Women and Gender Studies (G-WI)	GEOG 271 Intro to Geographic Info Systems	HUMA 150 Nature of the Environment	
HUMA210 Creativity and the Origin of Ideas	HUMA 250 Research Methods in Social Sciences (G-WI)	HUMA210 Creativity and The Origin of Ideas	
JOUR 101 Journalism and Society	INTS 250 Study Abroad	INTS 201 Implement Sustain Energy Sys in Dev Com	
Modern Language - All MDLA Courses	PSYC 103 Introduction to Psychology (G-WI)	Modern Language - All MDLA Courses	
MUSC 101 Introduction to Music	PSYC 230 Introduction to Health Psychology	PHIL111 On Death and Dying	
PHIL 111 On Death and Dying (G-WI)	PSYC 235 Dev Child Psychopathology	PHIL 121 World Religions	
PHIL 121 World Religions	PSYC 245 Cognitive Psychology	PHIL 204 Asian Philosophies	
PHIL 201 Introduction to Philosophy	PSYC 255 Abnormal Psychology	POLS 101 Introduction to Political Science	
PHIL 202 Ethics and Moral Problems (G-WI)	PSYC 258 Developmental Psychology (G-WI)	POLS 105G American Constitutional Law	
PHIL 204 Asian Philosophies	PSYC 265 Psychology of Sex and Gender	POLS 150 Peace Studies & Conflict Resolution (Study Abroad)	
PHIL 211 Ancient Philosophy	SOCA 103 Principles of Sociology (G-WI)	POLS 202 International Relations	
PHIL 215 Modern Philosophy	SOCA 125 Sociology of Families (G-WI)	POLS205 Women & Politics	
PHIL 225 What is Freedom?	SOCA 210 Sociology of Gender	POLS 251 State & Local Government	
		PSYC 258 Developmental Psychology	
		SOCA 102 Cultural Anthropology	
		SOCA103 Principles of Sociology	
		SOCA 105 American Ethnicity	
		SOCA 150 Deviance	
		SOCA160 Issues in Cont Genocide & Mass Violence	
		SOCA204 Social Problems	

Note: General Education courses offered as writing intensive are noted with a G-WI