COMMUNICATIONS DESIGN - UNDERGRADUATE (COMD)

COMD-210 Intro to Comm Design Procedures Procedures - (3 Credits)
Design Procedures is a set of two courses on the basic technical preparation of artwork for publication. Computer-production techniques as well as hand-crafting presentation skills are taught in the context of simulated professional job processes. The course develops technical skills that are necessary to produce publications in the graphic design and advertising professions, to provide instruction of publishing methods needed to produce assignment solutions for other Communications Design Department studio courses and to develop an understanding of how technical processes relate to the creative design process.

COMD-214 Introduction to Typography - (3 Credits)
These courses include the history, design and execution of lettering for reproduction. The computer is employed to introduce the student to the basic principles of typographic design and typesetting.

COMD-217 Intro to Advertising - (2 Credits)
Introduction to Advertising course provides a comprehensive look at understanding advertising by examining its development and evolution, purpose and fundamental creative principles.

COMD-220 Introduction to Illustration - (3 Credits)
These are basic courses in the art of making pictures for the purpose of communicating information and ideas. Illustration images are inherently figurative, so drawing and painting from life and mind are a major component of study. Class sessions alternate between working in drawing/painting studio workshops and critiques of assignments.

COMD-230 Lighting and the Contemporary Portfolio - (3 Credits)
These courses provide a thorough foundation of image capture and production techniques within the context of the communications design professions. While artistic expression remains an important criterion in the evaluation of assignments, effectiveness of communication will ultimately determine the success of images in advertising, graphic design, and illustration. The first course is an overview of the principles and techniques that are specific to communications arts. This includes a basic comparison of digital and traditional optical imagery. The second course expands the subject to advanced lighting, location, production, and reproduction techniques as used within print and electronic publications, and how images will finally be used to serve the purpose of the publication.

COMD-236 Illustration Methods and Media II - (2 Credits)
This two-course sequence develops proficiency in the rendering of representational imagery through the handling of various drawing and painting media.

COMD-240 Research, Analysis and Process - (3 Credits)
This course introduces student's o the research methodologies and processes that form the foundation of successful communications design. It demonstrated how communication design is shaped by the problem solving phases of learning, identifying, generating and implementation and how these methodologies can be applied to the understanding of audiences, organizing content, developing strategies, and defining purposes.

COMD-241 Image as Communication - (3 Credits)
This image as Communication course is an in-depth investigation into the use of the image as a tool for transmitting messages and telling stories. Students will explore the use of visual rhetoric, composition, editing, context, sequencing, scale and other design fundamentals, all in the service of a concept or narrative.

COMD-242 Process and Production - (3 Credits)
This course introduces students to the production process of print-based media. Through a number of weekly short assignments students will explore and apply a variety of both analog and digital processes and presentation techniques. These assignments will function as an introduction to a range of design tools using both traditional and emerging technologies. Students will be tasked to determine, step-by-step, how best to execute and present a design solution. In addition to professional standards in publication software, focus will be on demonstration the potential of combining different tools and techniques into the designer's workflows.

COMD-250 Typography and Information Design - (3 Credits)
This course focuses on the analysis, management and representation of content in a way that fosters efficient and effective understanding, balances with attractive or artistic expression. Using self-generated and existing content, students learn the basics of typography, information and interface design in both sand-alone visuals and dynamic, interactive documents. The roles of structure, hierarchy, layering, sequence, editing and navigation of information are explored. Study of the different ways to organize, represent and navigate content provide a thorough ground for advance typographic, information and interface design as print pieces, websites, apps, map making, wayfinding systems, diagrams, charts and data graphics.

COMD-251 Dynamic Imagery - (3 Credits)
This course focuses on designing motion, animation and time-based experiences for Communications Design. This includes learning the fundamental skills of how to generate ideas in time, how to build a dramatic construction, and how to connect images in a narrative sequence. Through studio inquiry and problem solving, students will learn the visual, conceptual, technical and creative promotions and branding for the screen and for multimedia environments. Students will be encouraged to develop their individual creative ability and support this with a high level of technical skills.

COMD-252 Digital Prototyping - (3 Credits)
This course introduces students to the tools and production processes involved in the production of time-based and interactive media. Through hands-on lectures and the development of a series of short assignments, students will acquire the skills to naturally incorporate a variety of digital authoring tools and technologies into their workflows, exploring the properties and constraints of designing for digital media. Students will gain the ability to execute design solutions integrating time-based media, dynamic content and interactivity.

COMD-302 Copywriting for Advertising - (2 Credits)
This course concerns the skill of writing for advertising and marketing, how words relate to images, and how to develop verbal promotional campaigns that move consumers to purchase. Effective copy is more than just clever words on a page: It is the result of thoughtful research in market demographics and psychographics.

COMD-313 Typographic Design III - (2 Credits)
With the use of actual typographic design situations, the course instructs the student in the use of type as a basic element of graphic communication, including principles which determine typeface selection (to visually communicate the desired effect) and the appreciation of letterforms. Typesetting and typographic layout on the computer are emphasized.

COMD-314 Typographic Design IV - (2 Credits)
With the use of actual typographic design situations, the course instructs the student in the use of type as a basic element of graphic communication, including principles which determine typeface selection (to visually communicate the desired effect) and the appreciation of letterforms. Typesetting and typographic layout on the computer are emphasized.

COMD-315 Graphic Design I - (2 Credits)
Graphic Design courses explore the creative display, organization and communication of ideas and information through word and image. The design principles covered in these courses apply to all presentation media - print, computer, film/video, exhibit, and environmental graphics. These courses are more advanced in their coverage of information design problems than those of COMD-201 & COMD-202 (Visual Communication I & II) in that they require a higher level of typographic skill and communication ability with pictorial information. They are not \"layout\" courses. Although presentation on the page or video monitor is very important, the primary focus of these courses is on the development of the communication content.

COMD-316 Graphic Design II - (2 Credits)
Graphic Design courses explore the creative display, organization and communication of ideas and information through word and image. The design principles covered in these courses apply to all presentation media - print, computer, film/video, exhibit, and environmental graphics. These courses are more advanced in their coverage of information design problems than those of COMD-201 & COMD-202 (Visual Communication I & II) in that they require a higher level of typographic skill and communication ability with pictorial information. They are not \"layout\" courses. Although presentation on the page or video monitor is very important, the primary focus of these courses is on the development of the communication content.

COMD-317 Advertising I - (2 Credits)
These are courses in the development and presentation of visual and verbal messages that move consumers to action. Although they include many of the same design principles practiced in the graphic design courses, they require additional emphasis on creative writing skills. The total responsibilities of the art director are explored - from conceptualization and integrated design to personal interaction with clients, copywriters, photographers and illustrators.

COMD-318 Advertising II - (2 Credits)
These are courses in the development and presentation of visual and verbal messages that move consumers to action. Although they include many of the same design principles practiced in the graphic design courses, they require additional emphasis on creative writing skills. The total responsibilities of the art director are explored - from conceptualization and integrated design to personal interaction with clients, copywriters, photographers and illustrators.

COMD-319 Illustrated Typography - (2 Credits)
Illustrated Typography is a course designed to enhance sensitivity to and bridge the gap between textual design and image making. Students in this course will develop the ability to create and integrate unique hand drawn type solutions into their own work thereby communicating more effectively by holistically considering both types and image when creating illustrations. Students will learn layout and typeface selection as well as their own generated type designs to enhance the editorial, conceptual and narrative concerns of illustration.

COMD-321 Illustration III - (2 Credits)
Through the presentation of practical illustration assignments (such as poster, editorial, advertising and product illustrations), emphasis is placed on conceptual thinking and the creation of original and personal solutions through the students' own choice of media. Assignments include problems that demand provocative, entertaining and stimulating results.

COMD-322 Illustration IV - (2 Credits)
Through the presentation of practical illustration assignments (such as poster, editorial, advertising and product illustrations), emphasis is placed on conceptual thinking and the creation of original and personal solutions through the students' own choice of media. Assignments include problems that demand provocative, entertaining and stimulating results.

COMD-323 Package Design I - (2 Credits)
This course introduces the fundamentals of dimensional construction while simultaneously integrating many design disciplines and principles. Imaginative use of materials and surface graphics are encouraged. Marketing and production problems are explored.

COMD-325 Production Design - (3 Credits)
In this course, students will learn to develop visual concepts for immersive experiences such as film, television, theater, gaming or virtual reality. Based on researching historical, cultural, emotional or any other relevant implications students will explore the application of an appropriate visual language for spatial, temporal and material components combined to create a desired experience. Through case studies, readings and discussions the application of these skills in various practices will be exemplified.

COMD-330 Design and Sustainability - (3 Credits)
This course explores the role of sustainable practices as a necessary competency for emerging designers. There is positive and increasing pressure for design practices to integrate social, environmental and economic considerations (planet, people, profit) into the work. Through introduction and examination of current best practices involving circular economy, sustainable material management, life-cycle analysis tools, currency models, cooperativism etc. students will research, analyze and synthesize core principles of holistic approaches to sustainability within a wide array of communications design scenarios.

COMD-340 Digital painting - (3 Credits)
This course introduces students to the process of creating representational images using specialized digital processes. Through in-class tutorials,lectures, and hands-on work, students will combine traditional illustration techniques with contemporary digital image-making technologies in order to explore how digital techniques inform meaning-making and visual rhetoric in the development of images for static, motion based and virtual environments.

COMD-345 Illustration: Children's Books I - (2 Credits)
These courses explore the art of image making and visual storytelling for young readers. Studied in-depth are the creation, style, layout, pacing of sequential art and accompanying copywriting of art for children.

COMD-362 Design Corps S - (2 Credits)
Design Corps encourages and promotes the relationship between design practice and design education. The Design Corps mission is to provide non-profit organizations with professional quality design services at no cost, while exposing graphic design students to valuable industry experience. Under the direction of experienced design faculty, students operate as a firm. They create and present design options, provide finished files and monitor production of the final approved design. They work both as individuals and teams on a variety of print and web projects. Workload and schedule vary based on clients. Students returning to the class take on a more active leadership role.

COMD-370 Branding and Messaging - (3 Credits)
The Branding and Messaging course explores the development and crafting of effective design solutions in the form of multi-component, multi-stage or cross-media projects. Students will develop series and systems that include visual and verbal components to create a cohesive identity or brand across deliverables that either communicate, reinforce or build upon a message. Students will be presented with various design and marketing problems crafted to help them explore how brand are perceived in various communication channels and identify where there is inconsistency or confusion on the marketplace. They will develop branding strategy guidelines that ultimately deploy into a full branding suite.

COMD-371 Integrated Viscom I:cross Platform Dsgn - (3 Credits)
The integrated Visual Communication courses function as lab and studio environments that engage students' applied technical skills and craft through a range of cross-disciplinary assignments. Critical strategies will be covered through weekly lectures and in-class studio time that help guide students through each phase of application and production. Information and ideas take on many forms in contemporary design practices. The inherent challenge is for designers to consistently apply the execution of idea, form, and craft across different media platforms, including print, digital and environmental, each of which introduces a unique set of properties and constraints to which to respond. This course exposes students to the tools and knowledge base required to realize design concepts at high levels of production and craft.

COMD-380 Product,Environment,Material - (3 Credits)
This course will expose students to design problems that are dimensional in nature and/ or exist in a physical space. Students will develop an understanding for how to generate and design their own objects/products, displays, utilize effective materials and design the environments that these products ultimately live in, whether real or fictional. Students will be able to harness three-dimensional design principles to develop a series of explorations that relate to space and human behavior.

COMD-381 Integrated Viscom 2:NEW Forms - (3 Credits)
This Integrated Visual Communication courses function as lab and studio environments that engage students' applied technical skills and craft through a range of cross-disciplinary assignments. Integrated Visual Communication 2 investigates the role of visual communications within emerging platforms and technologies as well as expanding upon the knowledge and utility of more common media. Students are encouraged to explore new media and expand their ideas beyond traditional design applications.

COMD-401A Senior Project I - (4 Credits)
This course prepares students for the professional world through the creation of quality artwork, which will comprise the student's portfolio. The student becomes familiar with the fundamental business practices necessary to find an entry-level position in the field.

COMD-405 Professional Practice - (3 Credits)
In preparation for the completion of the program, this course addresses all facets of obtaining, managing and successfully growing freelance or full-time work as a practicing professional. The course will assist students in organizing, preparing and presenting a cohesive body of work, identifying a market, and promoting and protecting that work, while acquiring the skills and knowledge to navigate and prosper in the profession. Among them: intellectual property rights and protections, ethics, basic business practices and the vocabulary of the profession. Classes and assignments will balance lectures, discussions and student presentations of design work that is focused on the promotion of the student, as well as the development of an original product or business.

COMD-411 After Effects - (2 Credits)
Building upon the lessons of COMD-211 & COMD-212, Design Procedures I & II, these courses offer instruction in complex computer pre-press and hand presentation skills on a professional level. Studio/design office maintenance is covered in-depth - from computer hardware and software setup and troubleshooting to materials management and high-level handcrafted prototype techniques.

COMD-415 Sketchbook Warehouse - (2 Credits)
This course will explore and examine the commercial viability of the work of sketchbooks. While sketchbooks will be understood to be a repository for marketable ideas and explorations, it can also serve as the genesis for self-authored projects. This class will demonstrate how artists can derive the most value from their sketchbooks.

COMD-421 Masters Studio: Illustration - (2 Credits)
This studio class is designed to provide ancillary skills crucial to the creative process, including original and stock resource photography methods as well as finished illustration portfolio preparation and presentations. Classes will be conducted as intensive laboratories in skill development, collaboration and teamwork. Assignments involve all major aspects of illustration.

COMD-425 Writing the Idea - (2 Credits)
Great advertising is a product of great thinking. This course will challenge students to generate creative solutions through clear and compelling written, as well as visual, concepts. The focus of the class will be on the elements of composition, breaking down successful advertising campaigns and crafting impactful messages through copywriting.

COMD-436 Special Topics: Publications - (3 Credits)
Special Topics: Publications is an interdisciplinary elective that enables students to collaborate on the development and production of an ambitious publication over the course of one or two semesters. Emphasis is places on research, ideation, refinement and content development as well as production and distribution. As this course draws upon the professional expertise and interests of the instructor, it is highly flexible and rarely repeated without modification.

COMD-444X Coursedog Test Course II Long title - (3 Credits)
This is only a test on the production side for coursedog

COMD-444Z Coursedog Test Course II Long title - (3 Credits)
This is only a test on the production side for coursedog

COMD-449 Designers Write - (2 Credits)
Designers today aren't just making other people's words look pretty - they're developing their own books, writing their own blogs, and contributing to the cultural conversation in design journals. In this class students will discover the parallels between great writing and great design, and learn to create strong, focused content that fits seamlessly with their visual work.

COMD-451 Freelancing & Business Illustration and Graphic Design - (2 Credits)
This course is essential for students planning to establish a freelance business or land a first job in the fields of illustration, graphic design, and advertising art direction. The lecture/workshop sessions cover: 1. The portfolio - how to construct it, protect it and plan a search strategy. 2. Getting a job - pricing freelance jobs, writing purchase orders and contracts, dealing with collection and legal actions and designing a self-promotion piece. 3. Taxes/Accounting/Business Structure - the business world (sales tax, sole proprietorship, copyright, work for hire, markups, contracts).

COMD-460 Emerging Practices - (3 Credits)
Emerging Practices addresses contemporary topics in Design. Design practice is intrinsically connected to socio-political, cultural, technological, economic and philosophical movements. As a result, design practice perpetually evolves in response to the present time. Through exposure to contemporary frameworks as well as hands-on project work, the course explores the changing nature of what designers do and the subjects they engage with. The course's specific theme and format is defined by the expertise of the faculty member. Sections of Emerging Practices will therefore vary significantly in content while sharing the goal of investigating emerging trends in the discipline

COMD-461 Visualizing the Idea - (2 Credits)
Modern media is oversaturated with images, many of which we have seen so often they have become invisible. Effective marketing requires messages to be seen in order to be heard. Before you can solve a design problem, you have to understand it. ComD Imaging III will focus on the analysis of existing visual imagery and challenge students to create exciting new non-traditional visuals.

COMD-463 Design Corps Senior Project F - (4 Credits)
Design Corps encourages and promotes the relationship between design practice and design education. The Design Corps mission is to provide non-profit organizations with professional quality design services at no cost, while exposing graphic design students to valuable industry experience. Under the direction of experienced design faculty, students operate as a firm. They create and present design options, provide finished files and monitor production of the final approved design. They work both as individuals and teams on a variety of print and web projects. (Web design experience is not required.) Projects, workload and schedule vary based on clients. Students returning to the class take on a more active leadership role.

COMD-464 Design Corps Senior Project S - (4 Credits)
Design Corps encourages and promotes the relationship between design practice and design education. The Design Corps mission is to provide non-profit organizations with professional quality design services at no cost, while exposing graphic design students to valuable industry experience. Under the direction of experienced design faculty, students operate as a firm. They create and present design options, provide finished files and monitor production of the final approved design. They work both as individuals and teams on a variety of print and web projects. (Web design experience is not required.) Projects, workload and schedule vary based on clients. Students returning to the class take on a more active leadership role.

COMD-467 Drawing on Location - (2 Credits)
Drawing on Location is designed to train students to visualize and document the environment they observe around them. Locations throughout New York are used as reference material for communication solutions that relate to timely subjects and provocative themes. Students will keep intensive journals of their visits that include observations of each location, interviews with people connected with their location, and photographs.

COMD-476 Motion Design:Illustration S - (2 Credits)
This course focuses on the use of motion and time-line based media within the field of illustration. The course will familiarize students with current trends and professional standards in advertising, publishing, television and Web industries. Students will become proficient in the use of industry standard software such as Adobe After Effects and Flash. Through a combination of lecture, demonstration, discussion, and hands-on lab and studio work, the student will develop their personal style in conjunction with producing an animation portfolio piece that fulfills the demands of one of more of the various media-related industries.

COMD-477 Motion Design: Graphic Design F - (2 Credits)
This course will explore the power of graphic design in motion. The challenges and aesthetics of the medium will be studied in practice as well as theory, with an emphasis on effective communication through historically informed composition and editing. In addition to exploring movement, image, montage, abstraction, and visual narrative structure, students will photograph, create graphics and edit/animate their own images with sound design. Students taking the course for a second semester will further develop their technical and conceptual skills with more ambitious motion projects and will experience an increase in one on one time with the professor for focused project direction.

COMD-478 Motion Design:Graphic Design S - (2 Credits)
This course will explore the power of graphic design in motion. The challenges and aesthetics of the medium will be studied in practice as well as theory, with an emphasis on effective communication through historically informed composition and editing. In addition to exploring movement, image, montage, abstraction, and visual narrative structure, students will photograph, create graphics and edit/animate their own images with sound design. Students taking the course for a second semester will further develop their technical skills with more ambitious motion projects and will experience an increase in one on one time with the professor for focused project direction.

COMD-483 Typeface Design F - (2 Credits)
Students will design original typefaces and lettering while learning about contemporary and historical typeface design. Hands-on experience, discussions, and demonstrations will give students greater sensitivity for typography and equip them to create custom type solutions for clients. Students must already excel in typography and be proficient in Illustrator to enroll. Motivated students are encouraged to repeat the course for a second semester for a more ambitious typeface project and to research a chosen aspect of typeface design in greater depth.

COMD-484 Typeface Design S - (2 Credits)
Students will design original typefaces and lettering while learning about contemporary and historical typeface design. Hands-on experience, discussions, and demonstrations will give students greater sensitivity for typography and equip them to create type solutions for clients. Students must already excel in typography and be proficient in Illustrator to enroll. Motivated students are encouraged to repeat the course for a second semester for a more ambitious typeface project and to research a chosen aspect of typeface design in greater depth.

COMD-485 Calligraphy - (2 Credits)
Calligraphy offers a rich visible language that is handmade and alphabetic. Using the broad-edge pen, students will explore writing that is legible yet flexible enough for contemporary design, has strong links to typography, and is based on the styles used in manuscript books. Students will learn a majuscule and minuscule Roman script through instruction in basic techniques and the use of materials.

COMD-487 Children's Book Illustration Advanced Class - (2 Credits)
This course will serve as preparation for those illustration students who wish to enter the children's book publishing industry. Art directors and editors are always interested in seeing new book ideas, but the beginner must show not only that they are prepared and familiar with the requirements of the trade, but they have an original or unique way of looking at the world. The requirements include an original or adapted story; a 32-page dummy and sample finish art, exploring in more detail the bookmaking process typically found in COMD 346. Classes will be conducted as an intensive seminar, individual instruction and group critiques.

COMD-511 Sequential Art and the Graphic Novel - (2 Credits)
This course emphasizes visual storytelling in all its complexities - from the psychological reasoning behind the arrangement of panels to mold time to the pacing, camera angles, balloon placement, composition dynamics, and lettering that make a story come alive. In addition to the traditional forms of print-based sequential illustration, this course also provides an excellent foundation for the creative process in video animation and computer interactive multi-media productions.

COMD-9400 Comd Internship - (0 Credits)
This course centers around an internship experience at a field related professional site. Students earn course credit and refine their career objectives while establishing a strong employment history and references for future work experiences. Students will gain skills and knowledge on-site as well as a more objective understanding of the experience through participation in a class seminar. Students must attend the Internship Workshop in Career Services prior to registering for this course.

COMD-9401 Comd Internship - (1 Credit)
This course centers around an internship experience at a field related professional site. Students earn course credit and refine their career objectives while establishing a strong employment history and references for future work experiences. Students will gain skills and knowledge on-site, as well as a more objective understanding of the experience through participation in a class seminar. Students must attend the Internship Workshop in Career Services prior to registering for this course.

COMD-9402 Comd Internship - (2 Credits)
This course centers around an internship experience at a field related professional site. Students earn course credit and refine their career objectives while establishing a strong employment history and references for future work experiences. Students will gain skills and knowledge on-site, as well as a more objective understanding of the experience through participation in a class seminar. Students must attend the Internship Workshop in Career Services prior to registering for this course.

COMD-9403 Comd Internship - (3 Credits)
This course centers around an internship experience at a field related professional site. Students earn course credit and refine their career objectives while establishing a strong employment history and references for future work experiences. Students will gain skills and knowledge on-site, as well as a more objective understanding of the experience through participation in a class seminar. Students must attend the Internship Workshop in Career Services prior to registering for this course.