

# COMMUNICATIONS DESIGN, BFA (EMPHASIS IN GRAPHIC DESIGN)

The Communications Design curriculum embraces the multifaceted and interdisciplinary nature of communication design practice. Our courses and projects promote the rich exchange embodied in a studio culture that values the development of individual perspectives, critique, visual literacy, media fluency, experiential learning, and innovative formal outcomes.

Second-year coursework introduces fundamental theories, methodologies, and skills central to communication design. Courses prompt students to define and explore a design process that engages research, historical and contemporary contexts, experimentation, audience, technology, and play in the construction of meaningful visual forms.

Upper-level studio courses prompt students to engage in increasingly complex projects that introduce media and platforms, visual systems, motion, interactivity, branding, and experience design. Beginning in the third year, students develop an individual focus or set of interests inside the larger discipline through courses in their chosen area of emphasis: graphic design or illustration. Electives both inside the department and throughout the Institute expand the core curriculum, allowing students to explore ways of thinking and making through their specific communication design interests.

## Emphasis in Graphic Design

Students who select the Graphic Design Emphasis take a series of upper-level studio courses that explore topics and modes of practice, such as typographic and identity systems, visual rhetoric, interactivity, experience design, sustainability, and inclusivity. Projects encourage critical inquiry, collaborative processes, and experimentation with multiple technologies and platforms. Electives provide opportunities to explore a wide spectrum of specializations in graphic design, including user experience, motion graphics, independent publishing, design writing and creative coding.

Course	Title	Credits
<b>Semester 1</b>		
FDC-140	Visualization/Representation	3
FDC-150	Space, Form, Process	3
FDC-160	Light Color Design Lab	3
HAD-111	Themes in Art and Culture I	3
HMS-101A	Literary and Critical Studies I	3
<b>Credits</b>		<b>15</b>
<b>Semester 2</b>		
FDC-141	Visualization/Representation/Concept	3
FDC-161	Light Color Design Studio	3
FDC-180	Time and Movement	3
HAD-112	Themes in Art and Culture II	3
Social Science "Global" Core Elective		3
<b>Credits</b>		<b>15</b>
<b>Semester 3</b>		
COMD-240	Research, Analysis and Process	3
COMD-241	Image as Communication	3
COMD-242	Process and Production	3

HAD-365	History of Graphic Design & Illustration	3
Social Science "Thinking" Core Elective		3
Math/Science Core Elective		3
<b>Credits</b>		<b>18</b>
<b>Semester 4</b>		
COMD-250	Typography and Information Design	3
COMD-251	Dynamic Imagery	3
COMD-252	Digital Prototyping	3
HMS-201A	Literary and Critical Studies II	3
History of Art and Design Elective		3
All Institute Elective		3
<b>Credits</b>		<b>18</b>
<b>Semester 5</b>		
COMD-370	Branding and Messaging	3
COMD-371	Integrated Viscom I:cross Platform Dsgn	3
CDGD-376	Graphic Design Intensive	3
Liberal Arts Post-Core Elective		3
All Institute Elective		3
<b>Credits</b>		<b>15</b>
<b>Semester 6</b>		
COMD-380	Product,Environment,Material	3
CDGD-386	Graphic Design Intensive 2	3
Pratt Integrative Course		3
Department Elective/All Institute Elective		3
Liberal Arts Post-Core Elective		3
<b>Credits</b>		<b>15</b>
<b>Semester 7</b>		
COMD-381	Integrated Viscom 2:NEW Forms	3
CDGD-402	Graphic Design Intensive 3	3
Department Elective/All Institute Elective		3
Liberal Arts Post-Core Electives (300-400 level)		6
<b>Credits</b>		<b>15</b>
<b>Semester 8</b>		
CDGD-403	Graphic Design Senior Thesis Project	3
COMD-405	Professional Practice	3
Liberal Arts Post-Core Elective (300-400 level)		3
All Institute Elective		6
<b>Credits</b>		<b>15</b>
<b>Total Credits</b>		<b>126</b>