

BFA Communication Design Requirements

Kutztown University's Communication Design (KUCD) program is a community of designers who are passionate about what they create. We empower you to solve problems, communicate visually, and evoke meaningful change—all through dynamic visual expression. CD students learn all aspects of design as required by the industry: Graphic Design, Advertising Design, Interactive Design, and Illustration.

Student Learning Objectives

1. Solve communication problems through research and development.
2. Describe and respond to the audiences and contexts that shape design decisions.
3. Create and develop visual form in response to communication problems.
4. Apply tools and technology through the creation, reproduction, and distribution of visual messages.
5. Employ professionalism and best business practices through presentation.

Note that all students must achieve 120 undergraduate credits and a minimum 2.0 overall GPA to graduate. The final GPA requirement for Communication Design is 2.0.

Foundations – 12 credits

FINE 015: Drawing I (3 credits)
ART 031: 2D Design (3 credits)
FINE 016: Drawing II (3 credits)
ART 032: 3D Design (3 credits)

Communication Design Program Courses – 44 credits

CODS 106: Intro to Motion Graphics (2 credits)
CODS 130: Typography (3 credits)
CODS 151: Intro to Illustration (3 credits)
CODS 140: Intro to Interactive Design (3 credits)
CODS 141: Intro to Design (3 credits)
CODS 252: Digital Illustration (3 credits)
CODS 220: Print Media Production (2 credits)
CODS 238: Graphic Design (3 credits)
CODS 241: Advertising Design (3 credits)
CODS 276: Interactive Design (3 credits)
CODS 231: Advanced Typography (3 credits)
CODS 243: Advanced Advertising Design (2 credits)
CODS 278: Advanced Interactive Design (2 credits)
CODS 280: Integrated Branding (2 credits)
Directed Art Elective: *Select 1 course from the Directed Art Elective list.*
CODS 374: Portfolio Seminar (2 credits)
CODS 398: Professional Practices (2 credits)
CODS 399: Student Exhibition (0 credits)

Seminar Courses – 10 credits

Select 5 CD seminar courses. Up to 1 General Art Elective may be used for a total of up to 3 credits of the 10 credits required. Art Electives may be ANIA, ART, ASEL, CODS, CPSC, CTME, FINE, FAST, MKTG, BUSN, or SMTS courses

- CODS 315: Emerging Media Campaigns (2 credits)
- CODS 316: The Art of the Pitch (2 credits)
- CODS 335: Interdisciplinary Team Project (2 credits)
- CODS 346: Motion Graphics II (2 credits)
- CODS 347: Interactive Spaces (2 credits)
- CODS 348: VR/AR/Mixed Reality (2 credits)
- CODS 349: Physical Computing (2 credits)
- CODS 355: User Experience (2 credits)
- CODS 356: Creative Coding (2 credits)
- CODS 357: Typeface Design (2 credits)
- CODS 359: Design for the Greeting Card and Gift Industry (2 credits)
- CODS 361: Restaurant Graphics (2 credits)
- CODS 364: Poster Design (2 credits)
- CODS 366: Motion Graphics (2 credits)
- CODS 367: Package Design (2 credits)
- CODS 377-380: Independent Study in Communication Design (1-3 credits)
- CODS 381: Publication Design (2 credits)
- CODS 382: Advanced Branding (2 credits)
- CODS 383: Campaigns for Social Good (2 credits)
- CODS 384: Consumer Product Campaigns (2 credits)
- CODS 385: Content Management Systems (2 credits)
- CODS 386: Web Applications (2 credits)
- CODS 387: Visual Essay (2 credits)
- CODS 388: Self Promotion (2 credits)
- CODS 389: Personal Style (2 credits)
- CODS 390: Illustration for Publishing (2 credits)
- CODS 391: Illustration for Design (2 credits)
- CODS 392: Field Experience in Communication Design (1-16 credits)
- CODS 395: Honors Independent Study/Thesis (1-6 credits)
- CODS 397: Self-Generated Projects (2 credits)

Internship or Art Electives – 6 credits

Internship – 0-6 credits

CDE 394: Communication Design Internship (6 credits)

Art Electives – 0-6 credits

Art Electives may be ANIA, ART, ASEL, CODS, CPSC, CTME, FINE, FAST, MKTG, BUSN, or SMTS courses

Design/Art History – 6 credits

CODS 160: Historical Survey of Graphic Design A (3 credits)

CODS 161: Historical Survey of Graphic Design B (3 credits)

Directed General Education Courses – 9 credits

While counting toward General Education Category D, Understanding and Creating Ideas fulfillment, these courses are required for completion of the major.

CODS 010: Digital Foundation (3 credits)

Select 2 ARTH courses:

ARTH 024 or 124: Art History A (3 credits)

ARTH 025 or 125: Art History B (3 credits)

ARTH 026 or 126: Art History C (3 credits)

ARTH 027: History of Animation, Game Art, & Interactive Media (3 credits)

or any 300-Level ARTH course

Program Plan Code: BFA_COMD

Effective Date: Fall 2022



BFA Communication Design Major Checksheet

Student Name:

Student ID Number:

This checksheet provides a mechanism for students and advisors to keep track of a student's progress in the program. Please refer to the program requirements for more details regarding options.

Note that all students must achieve 120 undergraduate credits and a minimum 2.0 overall GPA to graduate. The final GPA requirement for Communication Design is 2.0.

Foundations – 12 credits

FINE 015: Drawing I	3 credits	Grade:
ART 031: 2D Design	3 credits	Grade:
FINE 016: Drawing II	3 credits	Grade:
ART 032: 3D Design	3 credits	Grade:
Total Credits	12 credits	

Program Courses – 44 credits

CODS 106: Intro to Motion Graphics	2 credits	Grade:
CODS 130: Typography	3 credits	Grade:
CODS 151: Intro to Illustration	3 credits	Grade:
CODS 140: Intro to Interactive Design	3 credits	Grade:
CODS 141: Intro to Design	3 credits	Grade:
CODS 252: Digital Illustration	3 credits	Grade:
CODS 220: Print Media Production	2 credits	Grade:
CODS 238: Graphic Design	3 credits	Grade:
CODS 241: Advertising Design	3 credits	Grade:
CODS 276: Interactive Design	3 credits	Grade:
CODS 231: Advanced Typography	3 credits	Grade:
CODS 243: Advanced Advertising Design	2 credits	Grade:
CODS 278: Advanced Interactive Design	2 credits	Grade:
CODS 280: Integrated Branding	2 credits	Grade:
<i>Directed Art Elective: Choose from Program Requirement Sheet</i>		
Course:	3 credits	Grade:
CODS 374: Portfolio Seminar	2 credits	Grade:
CODS 398: Professional Practices	2 credits	Grade:
CODS 399: Student Exhibition	0 credits	Grade:
Total Credits	44 total credits	

Seminar Courses – 10 credits

<i>Select 5 CD seminar courses.</i>		
<i>Up to 1 General Art Elective may be used for a total of up to 3 credits of the 10 credits required.</i>		
<i>Art Electives may be ANIA, ART, ASEL, CODS, CPSC, CTME, FINE, FAST, MKTG, BUSN, or SMTS courses</i>		
Course 1:	_ credits	Grade:
Course 2:	_ credits	Grade:
Course 3:	_ credits	Grade:
Course 4:	_ credits	Grade:
Course 5	_ credits	Grade:
Total Credits	10 total credits	

Internship or Art Electives – 6 credits*Internships requires a 3.0 GPA in the major.**General Art Electives may be taken in place of the internship. Art Electives may be ANIA, ART, ASEL, CODS, CPSC, CTME, FINE, FAST, MKTG, BUSN, or SMTS courses*

Course 1:	_ credits	Grade:
Course 2:	_ credits	Grade:
Course 3:	_ credits	Grade:
Total Credits	6 total credits	

Design/Art History – 6 credits

CODS 160: Historical Survey of Graphic Design A	3 credits	Grade:
CODS 161: Historical Survey of Graphic Design B	3 credits	Grade:
Total Credits	6 total credits	

Directed General Education Courses*While counting toward General Education, these courses are required for completion of the major.**See Program Sheet for Gen Ed Category D ARTH course options.*

CODS 010: Digital Foundation	Category D	3 credits	Grade:
Course 1:	Category D	3 credits	Grade:
Course 2:	Category D	3 credits	Grade:

Summary of Graduation Requirements

Total credits from major courses	78
Total credits from general education program	42
Total credits from university electives	0
Minimum total credits to graduate	120
Minimum overall GPA	2.0
Minimum GPA in major program	2.0

Program Plan Code: BFA_COMD**Effective Date:** Fall 2022



Communication Design 8-Semester Planner

Student Name:

Student ID:

Each semester listed below provides information including course categories, typical credit hours (CH.), and space to add specific course selections. This planner is only a suggested path. Consult with your program advisor regarding your unique plans and interests as you make choices about your schedule.

First Semester Plan

Gen Ed	Any A, B or C	3 CH.	Selection:
Gen Ed	FYSM 100, First Year Seminar	3 CH.	Selection: FYSM 100
Gen Ed	Any ARTH, Category D	3 CH.	Selection: ARTH
Major	FINE 15 Drawing I	3 CH.	Selection:
Major	ART 31 2D Design or ART 32 3D Design	3 CH.	Selection:
Total		15 CH.	

Second Semester Plan

Gen Ed	Any A, B or C	3 CH.	Selection:
Gen Ed	Any ARTH, Category D	3 CH.	Selection: ARTH
Gen Ed	CODS 10 Digital Foundations* Category D	3 CH.	Selection: CODS 10
Major	FINE 16 Drawing II	3 CH.	Selection:
Major	ART 31 2D Design or ART 32 3D Design	3 CH.	Selection:
Total		15 CH.	

Third Semester Plan

Gen Ed	Any A, B or C	3 CH.	Selection:
Major	CODS 106 Intro to Motion Graphics (half-semester course)	2 CH.	Selection:
Major	CODS 130 Typography*	3 CH.	Selection:
Major	CODS 151 Intro to Illustration	3 CH.	Selection:
Major	CODS 160 Historical Survey of Graphic Design A	3 CH.	Selection:
Major	Directed Art Elective	3 CH.	Selection:
Total		17 CH.	

Fourth Semester Plan

Gen Ed	Any A, B or C	3 CH.	Selection:
Major	CODS 140 Intro to Interactive Design	3 CH.	Selection:
Major	CODS 141 Intro to Design	3 CH.	Selection:
Major	CODS 252 Digital Illustration	3 CH.	Selection:
Major	CODS 161 Historical Survey of Graphic Design B	3 CH.	Selection:
Total		15 CH.	

Fifth Semester Plan

Gen Ed	Any A, B or C	3 CH.	Selection:
Gen Ed	Any A, B or C	3 CH.	Selection:
Major	CODS 238 Graphic Design	3 CH.	Selection:
Major	CODS 241 Advertising Design	3 CH.	Selection:
Major	CODS 276 Interactive Design	3 CH.	Selection:
Major	CODS 220 Print Media Production (<i>half-semester course</i>) (<i>take in fifth or sixth semester</i>)	2 CH.	Selection:
Total		15-17 CH.	

Sixth Semester Plan

Gen Ed	Any A, B or C	3 CH.	Selection:
Gen Ed	Any A, B or C	3 CH.	Selection:
Major	CODS 231 Advanced Typography	3 CH.	Selection:
Major	CODS 243 Advanced Advertising Design (<i>half-semester course</i>)	2 CH.	Selection:
Major	CODS 278 Advanced Interactive Design (<i>half-semester course</i>)	2 CH.	Selection:
Major	CODS 280 Integrated Branding (<i>half-semester course</i>)	2 CH.	Selection:
Major	CODS 220 Print Media Production (<i>half-semester course</i>) (<i>take in fifth or sixth semester</i>)	2 CH.	Selection:
Total		15-17 CH.	

WITH INTERNSHIP OPTION: SEVENTH AND EIGHTH SEMESTER ARE INTERCHANGEABLE.

Seventh Semester Plan

Gen Ed	Any A, B or C	3 CH.	Selection:
Gen Ed	Any A, B or C	3 CH.	Selection:
Major	CD Seminar (<i>half-semester course</i>)	2 CH.	Selection:
Major	CD Seminar (<i>half-semester course</i>)	2 CH.	Selection:
Major	CD Seminar (<i>half-semester course</i>)	2 CH.	Selection:
Major	CODS 398 Professional Practices	2 CH.	Selection:
Total		14 CH.	

Eighth Semester Plan

Major	CODS 394 Internship	6 CH.	Selection:
Major	CODS 274 Portfolio (<i>half-semester course</i>)	2 CH.	Selection:
Major	CD Seminar (<i>half-semester course</i>)	2 CH.	Selection:
Major	CD Seminar (<i>half-semester course</i>)	2 CH.	Selection:
Major	CODS 399 Student Exhibition	0 CH.	Selection:
Total		12 CH.	

NO INTERNSHIP OPTION: SEVENTH AND EIGHTH SEMESTER ARE INTERCHANGEABLE.***Seventh Semester Plan***

Gen Ed	Any A, B or C	3 CH.	Selection:
Gen Ed	Art Elective	3 CH.	Selection:
Major	CD Seminar (<i>half-semester course</i>)	2 CH.	Selection:
Major	CD Seminar (<i>half-semester course</i>)	2 CH.	Selection:
Major	CD Seminar (<i>half-semester course</i>)	2 CH.	Selection:
Major	CODS 398 Professional Practices (<i>half-semester course</i>)	2 CH.	Selection:
Total		14 CH.	

Eighth Semester Plan

Gen Ed	Any A, B or C	3 CH.	Selection:
Gen Ed	Art Elective	3 CH.	Selection:
Major	CODS 274 Portfolio (<i>half-semester course</i>)	2 CH.	Selection:
Major	CD Seminar (<i>half-semester course</i>)	2 CH.	Selection:
Major	CD Seminar (<i>half-semester course</i>)	2 CH.	Selection:
Major	CODS 399 Student Exhibition	0 CH.	Selection:
Total		12 CH.	

Additional Notes:***GRADE POLICY STATEMENT (Effective Fall 2009)**

The Communication Design Department's Prerequisite Course Policy requires that students earn a grade of C or better in CODS 10 Digital Foundation and CODS 130 Typography in order to take upper-level courses in which these courses are a prerequisite.

Consequences:

This means, if a student earns a D+ or below in CODS 10 Digital Foundation and CODS 130 Typography, the student will be required to repeat the course for a C or higher to continue in Communication Design courses for which these courses are a prerequisite. Due to the highly regimented curriculum with many courses only being offered in the Fall or Spring, this will likely delay progress toward graduation a full year.

Program Plan Code: BFA_COMD

Effective Date: Fall 2018