NAME

EFFECTIVE DATE FALL 2018
GENERAL EDUCATION VERSION 2188

DEGREE REQUIREMENTS

GENERAL EDUCATION

KUTZTOWN
UNIVERSITY

Student Learning Outcomes *(SLO)*

*Upon completion of the requirements
for the General Education Program,
students will be able to:*

❶ communicate clearly and effectively orally
and in writing.

❷ apply scientific and quantitative reasoning to
solve problems and increase knowledge.

❸ apply skills in critical analysis and reasoning
for the interpretation of data.

❹ engage critically with creative or artistic works.

❺ demonstrate the ability to retrieve, interpret,
evaluate, and use information.

❻ analyze the role of values, ethics, diversity,
and multiple perspectives in local
and global society.

❼ demonstrate an understanding of various
models for the development of
the whole person.

❽ explore concepts, ideas, and methods
from a variety of disciplines.

*Use this checksheet to plan your degree program. Meet every
semester with your academic advisor to be sure that you are
taking courses that are required to attain the degree you are
seeking. Discuss your goals and choose courses that will help you
to attain them. Get the most out of your education by taking
advantage of everything that Kutztown University has to offer.*

_____

_____

_____

_____

_____

_____

_____

TOTAL GENERAL EDUCATION CREDITS 42-45

FIND A FULL EXPLANATION
OF THE GENERAL EDUCATION
PROGRAM AT WWW.KUTZTOWN.EDU

First Year Seminar: Discovering College

CREDITS REQUIRED **3**

CREDITS EARNED:

THESE COURSES MEET SLO ❺ & ❼

COURSE NUMBER	COURSE NAME	GR	CR
FYS 100	First Year Seminar		

TRANSFER STUDENTS TRANSFERRING 30 CREDITS OR MORE AND NOT TRANSFERRING AN FYS OR FYE COURSE MAY SELECT ANY APPROVED GENERAL EDUCATION COURSE TO MEET THEIR FYS REQUIREMENT.

TRANSFER ELECTIVE:		

A — Communicating With And About the World

CREDITS REQUIRED **12**

CREDITS EARNED:

THESE COURSES MEET SLO ❶ & ❺

	COURSE NUMBER	COURSE NAME	GR	CR
1	COMPOSITION 100 LEVEL CMP 1__			
2	COMPOSITION 200 LEVEL CMP 2__			
3	SPEAKING			
4	ANY WRITING (A2) OR SPEAKING COURSE (A3) OR FROM THE APPROVED LIST			

COURSES IN CATEGORIES B, C & D MUST BE TAKEN OUTSIDE THE STUDENT'S MAJOR.
THE MAJOR IS DEFINED AS THE PREFIX THAT IDENTIFIES THE MAJOR.
CONCOMITANT REQUIREMENTS MAY BE TAKEN TO MEET GENERAL EDUCATION REQUIREMENTS.

B — Understanding Self & Others

CREDITS REQUIRED **9**

CREDITS EARNED:

THESE COURSES MEET SLO ❸ & ❻

	COURSE NUMBER	COURSE NAME	GR	CR
1				
2				
3				

C — Understanding Science & Technology

CREDITS REQUIRED **9-12**

CREDITS EARNED:

THESE COURSES MEET SLO ❷ & ❸

	COURSE NUMBER	COURSE NAME	GR	CR
1	SCIENTIFIC INQUIRY			
2	QUANTITATIVE REASONING			
3	ANY COURSE APPROVED FOR C1 OR C2			

D — Understanding & Creating Ideas

CREDITS REQUIRED **9**

CREDITS EARNED:

THESE COURSES MEET SLO ❹ & ❻

	COURSE NUMBER	COURSE NAME	GR	CR
1				
2				
3				

COMMUNICATION DESIGN PROGRAM: *81 semester hours*

I. FOUNDATION REQUIREMENTS [15 s.h.]

	S.H.	GR.
A. FAR 015: Drawing I	3	
B. ART 031: 2D Design	3	
C. FAR 016: Drawing II	3	
D. ART 032: 3D Design	3	
E. CDE 010: Digital Foundation Δ	3	

II. PROGRAM REQUIREMENTS [46 s.h.]

	S.H.	GR.
A. CDE 115: Coding	2	
B. CDE 130: Typography	3	
C. CDE 151: Intro to Illustration	3	
D. CDE 140: Intro to Interactive	3	
E. CDE 141: Intro to Design	3	
F. FAR 151: Life Drawing OR FAR 162[1]: Digital Photo	3	
G. CDE 220: Print Media Prod.	2	
H. CDE 231: Adv. Typography	3	
I. CDE 252: Digital Illustration	4	
J. CDE 238: Graphic Design	4	
K. CDE 241: Advertising Design	4	
L. CDE 276: Interactive Design	4	
M. CDE 280: Integrated Branding	4	
N. CDE 374: Portfolio Seminar	2	
O. CDE 398: Professional Practices	2	
P. CDE 399: Senior Exhibition	0	

III. PROGRAM REQUIREMENTS   [20s.h.]

JUNIOR/SENIOR: Select six (6) CD Seminar courses.
Up to two (2) art electives* may be used for a total of up to 6 credits of the 12 credits required. (See catalog for complete course names and descriptions.)

	S.H.	GR.		S.H.	GR.
A	2		D.	2/3	
B.	2		E.	2/3	
C.	2		F.	2	

SENIOR: Internship [8 s.h.]

	S.H.	GR.
G. CDE 394: Internship (2.87 QPA in major required) or 8 credits of *Art Electives	8	

IV. Additional Courses [not required]

	S.H.	GR.

[1] Could substitute FAR 161 Intro to Photography.

*Art electives may be APD, ART, CDE, CSC, CFT, CTM, FAR, FAS, MKT, SMS

ADVISEMENT NOTE: In addiiton to studio requirements, fulfillment of the Communication Design degree requires 6 credits of Graphic Design History and 6 credits of Art History.

ADMISSION TO COMMUNICATION DESIGN
An art test or portfolio review is required for entrance into the Communication Design Program from High School. Please contact the Admissions Office.

Transfer students are required to submit a portfolio of work for entry into the CD program. Please contact the Admissions Office.

INTERNAL TRANSFER
A portfolio and recommendation letters are required for an internal transfer to Communication Design. Please speak to the department secretary for instructions.

GRADUATION
The QPA requirement within Communication Design for Graduation is a 2.0.

The following courses are suggested to meet your General Education requirements:

Course	GE Category	Completed
CDH 150	II.B	_____
CDH 151	II.B	_____
ARH 124, 125, or 126**	II.D	_____
ARH ELECTIVE**	II.D	_____
Δ CDE 010	II.D	_____

** not ARH 024, 025, or 026

COMMUNICATION DESIGN 8 SEMESTER COURSE PROGRESSION *(Gen Ed & Senior Year progression is suggested)*

	FRESHMAN	SOPHOMORE	JUNIOR	SENIOR *(Interchangeable semester)*

FALL	3 FAR 015 Drawing I
	3 ART 031 2D
	3 ARH 124, 125 or 126
	3 GEN ED (any FYS, A, C, or 1 B)
	3 GEN ED (any FYS, A, C, or 1 B)
	15 cr
		3 CDE 130 Typography*
		3 CDE 151 Introduction*
		   to Illustration
		2 CDE 115 Coding*
		3 Photo/Life Drawing
		3 CDH 150
		14 cr
			4 CDE 238 Graphic Design*
			4 CDE 241 Advertising Design*
			4 CDE 276 Interactive Design*
			2 CDE 220 Print Media
			   Production*
			3 GEN ED
			15/17 cr
				2 CD Seminar
				2 CD Seminar
				2 CD Seminar
				2 CD Seminar
				2 CDE 398 Professional Practices
				3 GEN ED
				3 GEN ED
				16 cr

SPRING	3 FAR 016 Drawing II
	3 ART 032 3D
	3 CDE 010 Digital Foundation*
	3 ARH 124, 125 or 126
	   or higher
	3 GEN ED
	15 cr
		3 CDE 141 Introduction
		   to Design*
		3 CDE 140 Introduction
		   to Interactive*
		4 CDE 252 Digital
		   Illustration*
		3 CDH 151
		3 GEN ED
		16 cr
			4 CDE 280 Integrated Branding*
			3 CDE 231 Advanced
			   Typography*
			2 CDE 220 Print Media
			   Production*
			2 CD Seminar
			3 GEN ED
			3 GEN ED
			14/16 cr
				8 CDE 394 Internship
				2 CDE 374 Portfolio
				2 CD Seminar
				0 CDE 399 Sr. Exhibition
				
				13 cr

GRADE POLICY STATEMENT (Effective Fall 2009)

Policy

The Communication Design Department's Prerequisite Course Policy requires that students earn a grade of C or better in any course prefix of CDE that serves as a prerequisite for CD courses.

Consequences

This means, if one earns a D or below in a CDE course that is a prerequisite for a CD class, one will be required to repeat the course for a higher grade in order to continue in your concentration and/or the Communication Design program. 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.

* prerequisite course