

NAME	
EFFECTIVE DATE FALL 2018 GENERAL EDUCATION VERSION 2188	

DEGREE REQUIREMENTS

GENERAL EDUCATION

Student Learning Outcomes (SLO)

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

- 1 communicate clearly and effectively orally and in writing.
- 2 apply scientific and quantitative reasoning to solve problems and increase knowledge.
- 3 apply skills in critical analysis and reasoning for the interpretation of data.
- 4 engage critically with creative or artistic works.
- 5 demonstrate the ability to retrieve, interpret, evaluate, and use information.
- 6 analyze the role of values, ethics, diversity, and multiple perspectives in local and global society.
- 7 demonstrate an understanding of various models for the development of the whole person.
- 8 explore concepts, ideas, and methods from a variety of disciplines.

Use this checklist 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
THESE COURSES MEET SLO 5 & 7	CREDITS EARNED:	
COURSE NUMBER COURSE NAME	GR	CR
FYS 100 First Year Seminar		
TRANSFER STUDENTS TRANSFERRING 15 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
THESE COURSES MEET SLO 1 & 5	CREDITS EARNED:	
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
THESE COURSES MEET SLO 3 & 6	CREDITS EARNED:	
COURSE NUMBER COURSE NAME	GR	CR
1		
2		
3		

C Understanding Science & Technology	CREDITS REQUIRED	9-12
THESE COURSES MEET SLO 2 & 3	CREDITS EARNED:	
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
THESE COURSES MEET SLO 4 & 6	CREDITS EARNED:	
COURSE NUMBER COURSE NAME	GR	CR
1		
2		
3		

PROGRAM CODE UVPACOMDE	COLLEGE OF VISUAL AND PERFORMING ARTS
EFFECTIVE DATE FALL 2022	
VERSION NUMBER 2228	
COMMUNICATION DESIGN	
<i>B A C H E L O R O F F I N E A R T S</i>	
STUDENT:	STUDENT ID NUMBER:

Foundation		
COURSE	CR	GRADE
FAR 015: DRAWING I	3	
ART 031: 2D DESIGN	3	
FAR 016: DRAWING II	3	
ART 032: 3D DESIGN	3	
CDE 010: DIGITAL FOUNDATION ≈		REQUIRED GEN ED CAT. D
TOTAL CREDITS	12	
Program		
COURSE	CR	GRADE
CDE 106: INTRO TO MOTION GRAPHICS ≈	2	
CDE 130: TYPOGRAPHY ≈	3	
CDE 151: INTRO TO ILLUSTRATION ≈	3	
CDE 140: INTRO TO INTERACTIVE DESIGN ≈	3	
CDE 141: INTRO TO DESIGN ≈	3	
CDE 252: DIGITAL ILLUSTRATION ≈	3	
DIRECTED ART ELECTIVE: CHOOSE FROM COURSE LIST**	3	
CDE 220: PRINT MEDIA PRODUCTION ≈	2	
CDE 238: GRAPHIC DESIGN ≈	3	
CDE 241: ADVERTISING DESIGN ≈	3	
CDE 276: INTERACTIVE DESIGN ≈	3	
CDE 231: ADVANCED TYPOGRAPHY ≈	3	
CDE 243: ADVANCED ADVERTISING DESIGN ≈	2	
CDE 278: ADVANCED INTERACTIVE DESIGN ≈	2	
CDE 280: INTEGRATED BRANDING ≈	2	
CDE 374: PORTFOLIO SEMINAR	2	
CDE 398: PROFESSIONAL PRACTICES	2	
CDE 399: SENIOR EXHIBITION	0	
TOTAL CREDITS	44	

Seminar Courses <small>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. (SEE CATALOG FOR COMPLETE COURSE NAMES AND DESCRIPTIONS.)</small>		
COURSE	CR	GRADE
TOTAL CREDITS	10	


Internship OR Art Electives <small>INTERNSHIPS REQUIRE 3.0 GPA IN THE MAJOR. GENERAL ART ELECTIVES* MAY BE TAKEN IN PLACE OF INTERNSHIP.</small>		
COURSE	CR	GRADE
TOTAL CREDITS	6	

Design/Art History		
COURSE	CR	GRADE
CDE 160: HISTORICAL SURVEY OF GRAPHIC DESIGN A		
CDE 161: HISTORICAL SURVEY OF GRAPHIC DESIGN B		
ANY CATEGORY B or D APPROVED ARH COURSE		REQUIRED GEN ED CAT. B or D
ANY CATEGORY B or D APPROVED ARH COURSE		REQUIRED GEN ED CAT. B or D
TOTAL CREDITS	6	

* GENERAL ART ELECTIVES MAY BE APD, ART, ASE, CDE, CSC, CFT, CTM, FAR, FAS, MKT, BUS, SMS
 ≈ STUDENTS MUST EARN A GRADE OF C OR BETTER IN ANY COURSE PREFIX OF CDE THAT SERVES AS A PREREQUISITE FOR CD COURSES.

Admission to Communication Design: A portfolio review is required for entrance into the Communication Design Program from High School. Transfer students are required to submit a portfolio of work for entry into the Communication Design Program. Please contact the Admissions Office. Internal Transfer students are required to present a portfolio and recommendation letters. Please speak to the department secretary for instructions.

GRADUATION REQUIREMENTS

	GENERAL EDUCATION CREDITS	REQUIRED	42	✓	SENIOR EXHIBITION	REQUIRED	PASS	✓
	PROGRAM CREDITS	REQUIRED	78		QPA	REQUIRED	2.0	
	TOTAL CREDITS	REQUIRED	120		ART HISTORY CREDITS	REQUIRED	6	
					GRAPHIC DESIGN HISTORY CREDITS	REQUIRED	6	

**DIRECTED ART ELECTIVE LIST		
COURSE	CR	GRADE
APD 141: INTRO TO VISUAL STORYTELLING	3	
APD 231: INTRO TO 2D ANIMATION	3	
APD 171: INTRO TO 3D MODELING AND RENDERING	3	
APD 240: INTRO TO 3D ANIMATION	3	
APD 148: GAME DESIGN AND PROTOTYPING	3	
FAR 111: INTRO TO PAINTING	3	
FAR 141: INTRO TO PRINTMAKING	3	
FAR 151: INTRO TO LIFE DRAWING	3	
FAR 161: INTRO TO PHOTO DARKROOM	3	
FAR 162: INTRO TO PHOTO DIGITAL	3	
FAR 182: INTRO TO TIME-BASED MEDIA	3	
FAS 230: WORKS ON PAPER	3	
FAS 320: DRAWING STUDIO	2	
CTM 50: AUDIO PRODUCTION	3	
CTM 140: LIGHTING	3	
CTM 160: CINEMATOGRAPHY	3	
CTM 180: POST-PRODUCTION	3	
OTHER ART ELECTIVE UPON APPROVAL OF DEPT. CHAIR	3	

COMMUNICATION DESIGN 8 SEMESTER COURSE PROGRESSION

(Gen Ed & Senior Year progression is suggested. Work with your advisor to plan your course progression.)

<p><u>FRESHMAN FALL</u> 3 FAR 015 Drawing I 3 ART 031 2D Design 3 ARH course 3 FYS 3 GEN ED (any A, B, or C) 15 cr</p>	<p><u>SOPHOMORE FALL</u> 3 CDE 130 Typography* 3 CDE 151 Intro to Illustration* 2 CDE 106 Intro to Motion Graphics* 3 Directed Art Elective 3 CDE 160 <u>3 GEN ED</u> 17 cr</p>	<p><u>JUNIOR FALL</u> 3 CDE 238 Graphic Design* 3 CDE 241 Advertising Design* 3 CDE 276 Interactive Design* 2 CDE 220 Print Media Production*† (take fall or spring) 3 GEN ED <u>3 GEN ED</u> 15/17 cr</p>	<p><u>SENIOR FALL</u> (Senior Fall and Spring are interchangeable and flexible) 2 CD Seminar† 2 CD Seminar† 2 CD Seminar† 2 CDE 398 Professional Practices 3 GEN ED <u>3 GEN ED.</u> 14 cr</p>
<p><u>FRESHMAN SPRING</u> 3 FAR 016 Drawing II 3 ART 032 3D Design 3 CDE 010 Digital Foundation* 3 ARH course <u>3 GEN ED</u> 15 cr</p>	<p><u>SOPHOMORE SPRING</u> 3 CDE 141 Intro to Design* 3 CDE 140 Intro to Interactive* 3 CDE 252 Digital Illustration* 3 CDE 161 <u>3 GEN ED</u> 15 cr</p>	<p><u>JUNIOR SPRING</u> 3 CDE 231 Advanced Typography* 2 CDE 243 Advanced Advertising*† 2 CDE 278 Advanced Interactive*† 2 CDE 280 Integrated Branding*† 2 CDE 220 Print Media Production*† (take fall or spring) 3 GEN ED <u>3 GEN ED</u> 15/17 cr</p>	<p><u>SENIOR SPRING</u> (Senior Fall and Spring are interchangeable and flexible) 6 CDE 394 Internship† 2 CDE 374 Portfolio† 2 CD Seminar† 2 CD Seminar† <u>0 CDE 399 Sr. Exhibition</u> 12 cr</p>
<p>COURSE PROGRESSION IS SUGGESTED. STUDENTS MAY TAKE GENERAL EDUCATION AND NON-PREREQUISITE COURSES AT DIFFERENT TIMES THAN NOTED ABOVE.</p> <p>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 any course prefix of CDE that serves as a prerequisite for CD courses.</p> <p>Consequences This means, if one earns a D or below in a CDE course that is a prerequisite for other CDE courses, 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.</p> <p>* prerequisite course † half semester course</p>			<p><u>IF NO INTERNSHIP</u></p> <p><u>SENIOR FALL</u> (Senior Fall and Spring are interchangeable and flexible) 2 CD Seminar† 2 CD Seminar† 2 CD Seminar† 2 CDE 398 Professional Practices 3 General Art Elective <u>3 GEN ED.</u> 14 cr</p> <p><u>SENIOR SPRING</u> (Senior Fall and Spring are interchangeable and flexible) 2 CDE 374 Portfolio† 2 CD Seminar† 2 CD Seminar† 3 General Art Elective 3 GEN ED. <u>0 CDE 399 Sr. Exhibition</u> 12 cr</p>