

NAME	
EFFECTIVE DATE FALL 2018 GENERAL EDUCATION VERSION 2188	

KUTZTOWN

UNIVERSITY

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		<i>CREDITS REQUIRED</i> 3	
THESE COURSES MEET SLO 5 & 7		<i>CREDITS EARNED:</i>	
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		<i>CREDITS REQUIRED</i> 12	
	THESE COURSES MEET SLO 1 & 5		<i>CREDITS EARNED:</i>	
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		<i>CREDITS REQUIRED</i> 9	
	THESE COURSES MEET SLO 3 & 6		<i>CREDITS EARNED:</i>	
COURSE NUMBER	COURSE NAME	GR	CR	
1				
2				
3				

C	Understanding Science & Technology		<i>CREDITS REQUIRED</i> 9-12	
	THESE COURSES MEET SLO 2 & 3		<i>CREDITS EARNED:</i>	
COURSE NUMBER	COURSE NAME	GR	CR	
1	SCIENTIFIC INQUIRY			
2	QUANTITATIVE REASONING			
3	ANY COURSE APPROVED FOR C1 OR C2			

D	Understanding & Creating Ideas		<i>CREDITS REQUIRED</i> 9	
	THESE COURSES MEET SLO 4 & 6		<i>CREDITS EARNED:</i>	
COURSE NUMBER	COURSE NAME	GR	CR	
1				
2				
3				

PROGRAM CODE UVPACOMD	COLLEGE OF VISUAL AND PERFORMING ARTS	
EFFECTIVE DATE FALL 2020	COMMUNICATION DESIGN	
VERSION NUMBER 2208	<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 ♦ ≈	3	
TOTAL CREDITS	15	

Program		
COURSE	CR	GRADE
CDE 115: CODING ≈	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	
FAR 151: LIFE DRAWING OR FAR 162: DIGI. PHOTO°	3	
CDE 220: PRINT MEDIA PRODUCTION ≈	2	
CDE 231: ADVANCED TYPOGRAPHY ≈	3	
CDE 238: GRAPHIC DESIGN ≈	3	
CDE 241: ADVERTISING DESIGN ≈	3	
CDE 276: INTERACTIVE DESIGN ≈	3	
CDE 280: INTEGRATED BRANDING ≈	4	
CDE 374: PORTFOLIO SEMINAR	2	
CDE 398: PROFESSIONAL PRACTICES	2	
CDE 399: SENIOR EXHIBITION	0	
TOTAL CREDITS	42	

° FAR 161: INTRO TO PHOTOGRAPHY MAY BE SUBSTITUTED
 * ART ELECTIVES MAY BE APD, ART, ASE, CDE, CSC, CFT, CTM, FAR, FAS, MKT, BUS, SMS
 ♦ THIS COURSE IS ALSO A DIRECTED GENERAL EDUCATION COURSE
 ≈ STUDENTS MUST EARN A GRADE OF C OR BETTER IN ANY COURSE PREFIX OF CDE THAT SERVES AS A PREREQUISITE FOR CD COURSES.

Seminar Courses SELECT 6 CD SEMINAR COURSES. UP TO 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.)		
COURSE	CR	GRADE
TOTAL CREDITS	12	


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

Design History		
COURSE	CR	GRADE
CDH 150: HISTORICAL SURVEY OF GRAPHIC DESIGN A		
CDH 151: HISTORICAL SURVEY OF GRAPHIC DESIGN B		
TOTAL CREDITS	6	

Directed General Education Courses THESE ARE GEN ED COURSES THAT ARE ALSO PART OF THE CD PROGRAM. IF YOU DO NOT TAKE THESE COURSES TO FULFILL YOUR GENERAL EDUCATION REQUIREMENTS, YOU MAY NEED AS MANY AS 129 CREDITS TO FINISH THIS DEGREE.			
COURSE	✓	CR	CATEGORY
CDE 010: DIGITAL FOUNDATION ♦		3	D
ARH COURSE		3	D
ARH COURSE		3	D
TOTAL CREDITS		9	

Admission to Communication Design: An art test or 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

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

COMMUNICATION DESIGN 8 SEMESTER COURSE PROGRESSION

Gen Ed & Senior Year course progression is suggested. Work with your advisor to develop the best course progression plan for you.

WITH INTERNSHIP

	FRESHMAN	SOPHOMORE	JUNIOR	SENIOR (Interchangeable semester)
FALL	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	3 CDE 130 Typography* 3 CDE 151 Introduction* to Illustration 2 CDE 115 Coding* 3 CDH 150 3 Photo/Life Drawing/or GEN ED 3 GEN ED 17 cr	3 CDE 238 Graphic Design* 3 CDE 241 Advertising Design* 3 CDE 276 Interactive Design* 2 CDE 220 Print Media Production* † 3 Photo/Life Drawing/or GEN ED 12/14 cr	2 CD Seminar † 2 CD Seminar † 2 CD Seminar † 2 CDE 398 Professional Practices † 3 GEN ED 3 GEN ED 14 cr
SPRING	3 FAR 016 Drawing II 3 ART 032 3D Design 3 CDE 010 Digital Foundation* 3 ARH course 3 GEN ED 3 GEN ED 18 cr	3 CDE 141 Intro to Design* 3 CDE 140 Intro to Interactive* 3 CDE 252 Digital Illustration* 3 CDH 151 3 Photo/Life Drawing/or GEN ED 15 cr	4 CDE 280 Integrated Branding* 3 CDE 231 Advanced Typography* 2 CDE 220 Print Media Production* † 2 CD Seminar † 3 Photo/Life Drawing/or GEN ED 3 GEN ED 15/17 cr	6 CDE 394 Internship 2 CDE 374 Portfolio † 2 CD Seminar † 2 CD Seminar † 0 CDE 399 Sr. Exhibition 12 cr

WITHOUT INTERNSHIP

	SENIOR (Interchangeable semester)
FALL	2 CD Seminar † 2 CD Seminar † 2 CD Seminar † 2 CDE 398 Professional Practices † 3 ART ELECTIVE 3 GEN ED 14 cr
SPRING	2 CDE 374 Portfolio † 2 CD Seminar † 2 CD Seminar † 3 ART ELECTIVE 3 GEN ED 0 CDE 399 Sr. Exhibition 12 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 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.

* prerequisite course † half semester course