

B.A. Communication, Visual Communication Emphasis, Design Track

Program Admissions Requirements

There are no program admission requirements for the B.A. in Communication, Visual Communication emphasis, Design track.

General Education

The listing below includes program requirements that also fulfill General Education requirements.

Code	Title	Credits
Objective 1		6
Objective 2		3
Objective 3		3
Objective 4		6
Objective 5		7
Objective 6		6
Students must fulfill Objective 7 or Objective 8		3
Objective 7		
Objective 8		
Objective 9		3
Total Credits		37

Major Requirements

Code	Title	Credits
Visual Communications Core		
CMP 1110	Media Writing	3
CMP 2202	Photo, Graphic, and Video Editing	3
CMP 2286	Visual Rhetoric	3
CMP 3339	Web Design	3
CMP 4403	Mass Communication and Society	3
CMP 4410	Mass Media History, Law, and Ethics	3
Design Track		
CMP 2231	Introduction to Graphic Design	3
CMP 3336	Studio I: Typography and Digital Media	3
CMP 3338	Studio II: Typography and Print Media	3
CMP 4437	Illustration and Brand Identity	3
CMP 4438	Graphic Design Portfolio	3
Two of the following from another Visual Communications track.		6
Photo Media Track		
CMP 2250/ART 2210	History and Appreciation of Photography (Partially satisfies Objective 4)	
CMP 2251	Introduction to Photography	
CMP 3352	Photo Communication	
CMP 3355	Studio Photography	
CMP 4457	Advanced Photography	
Video Track		
CMP 2271	Television and Video Production	

CMP 3310	Multiplatform Storytelling	
CMP 3371	Narrative Video Production	
CMP 4471	Advanced Video Production	
CMP 4475	Corporate Video Production	
Complete two of the following:		6
CMP 2201	Business and Professional Communication	
CMP 2203	Media Literacy (Satisfies Objective 8)	
CMP 2209	Persuasion	
CMP 2241	Introduction to Public Relations	
CMP 2261	Introduction to Advertising	
CMP 3307	Social and Interactive Media Campaigns	
CMP 3332	3-D Modeling and Design	
CMP 3333	Virtual Reality Environments	
CMP 4404	Gender and Communication	
CMP 4422	Conflict Management	
CMP 4483	Rhetoric of Popular Culture	
Total Credits		45

Degree Totals

Code	Title	Credits
	Program Admission Requirements	0
	General Education	37
	Major Requirements	45
	Upper Division Free Electives	15
	Free Electives	23
Total Credits		120

ISU Degree Requirements (<http://coursecat.isu.edu/undergraduate/degree requirements/>)

ISU General Education (<http://coursecat.isu.edu/undergraduate/academicinformation/generaleducation/>)