

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 - MATH 1123 Recommended ¹		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

¹ "P" courses are equivalent to the original course.

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	UI/UX Design	3
CMP 4403	Mass Communication and Society	3
or CMP 4410	Mass Media History, Law, and Ethics	
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
Choose 2 of the following track electives:		6
CMP 2250/ART 2210	History and Appreciation of Photography (Partially satisfies Objective 4)	
CMP 2251	Introduction to Photography	
CMP 2271	Television and Video Production	
CMP 3310	Multiplatform Storytelling	
CMP 3351	Generative AI Fluency	
CMP 3371	Narrative Video Production	

CMP 4434	Narrative Illustration	
CMP 4471	Studio-Based Content Creation	
CMP 4475	Corporate Video Production	
ART 1105	Drawing I	
Choose THREE Department Electives (9 credits)		9
Complete 9 credits from other course offerings in the CMP curriculum, at least three of which are at the 3000-level or above.		
To fulfill the department electives, students are encouraged to meet with their advisor to effectively supplement required coursework in visual communication by pursuing courses that cater to their professional interests offered in the department's other areas, which include public relations, advertising, rhetoric, and social media.		
Total Credits		45

Degree Totals

Code	Title	Credits
	Program Admission Requirements	0
	General Education	37
	Major Requirements	45
	Upper Division Free Electives	3-15
	Free Electives	23-35
Total Credits		120

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

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

Major Academic Plan (MAP) (<https://www.isu.edu/advising/maps/>)