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| **Catalog Year 2020-2021**  BA Communication  Concentration: Visual Communication  Track: Design | ***(For internal use only)***  *No change*  *UCC proposal* |

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| **Course Subject and Title** | **Cr.** | **Min.**  **Grade** | **\*GE,**  **UU or UM** | **\*\*Sem. Offered** | | **Prerequisite** | **Co-Requisite** | |
| Semester One | | | | | | | | |
| GE Objective 1: ENGL 1101 Writing and Rhetoric I | 3 | C- | GE | | F, S, Su | Appropriate placement score |  | |
| GE Objective 3 | 3 |  | GE | | F, S, Su | Appropriate placement score |  | |
| GE Objective 4 | 3 |  | GE | | F, S, Su |  |  | |
| CMP 2202 Photo, Graphic & Video Editing | 3 |  |  | | F, S |  |  | |
| Free Electives | 3 |  |  | |  |  |  | |
| Total |  |  |  | |  |  |  | |
| Semester Two | | | | | | | | |
| GE Objective 1: ENGL 1102 Writing and Rhetoric II | 3 | C- | GE | | F, S, Su | ENGL 1101 or equivalent |  | |
| GE Objective 2: COMM 1101 | 3 |  | GE | | F, S, Su |  |  | |
| GE Objective 9 | 3 |  | GE | | F, S, Su |  |  | |
| CMP 2231 Intro to Graphic Design | 3 |  |  | | F, S |  |  | |
| Free Electives | 3 |  |  | |  |  |  | |
| Total |  |  |  | |  |  |  | |
| Semester Three | | | | | | | | |
| GE Objective 5 with Lab | 4 |  | GE | | F, S, Su |  |  | |
| GE Objective 4 | 3 |  | GE | | F, S, Su |  |  | |
| CMP 2286 Visual Rhetoric | 3 |  |  | | F, S |  |  | |
| CMP 3339 Web Design | 3 |  | UM | | F, S | CMP 2202 |  | |
| Free Electives | 2 |  |  | |  |  |  | |
| Total |  |  |  | |  |  |  | |
| Semester Four | | | | | | | | |
| GE Objective 5 | 3 |  | GE | | F, S, Su |  |  | |
| GE Objective 6 | 3 |  | GE | | F, S, Su |  |  | |
| CMP 1110 Media Writing | 3 |  |  | | F, S |  |  | |
| CMP 3336 Studio I: Intro to Typography & Digital Media | 3 |  | UM | | S | CMP 2231 |  | |
| Free Electives | 3 |  |  | |  |  |  | |
| Total |  |  |  | |  |  |  | |
| Semester Five | | | | | | | | |
| GE Objective 6 | 3 |  | GE | | F, S, Su |  |  | |
| GE Objective 7/8 | 3 |  | GE | | F, S, Su |  |  | |
| CMP 3338 Studio II: Inter Typography & Print Media | 3 |  | UM | | F | CMP 2231, CMP 3336 |  | |
| Free Electives | 3 |  |  | |  |  |  | |
| Upper Division Free Electives | 3 |  | UU | |  |  |  | |
| Total |  |  |  | |  |  |  | |
| Semester Six | | | | | | | | |
| CMP Track Elective (Photo or Video) | 3 |  |  | |  |  |  | |
| CMP Elective | 3 |  |  | |  |  |  | |
| Free Electives | 3 |  |  | |  |  |  | |
| Upper Division Free Electives | 6 |  | UU | |  |  |  | |
|  |  |  |  | |  |  |  | |
| Total |  |  |  | |  |  |  | |
| Semester Seven | | | | | | | | |
| CMP 4410 Mass Media, History, Law, and Ethics | 3 |  | UM | | F |  |  | |
| CMP 4437 Illustration & Brand Identity | 3 |  | UM | | F | CMP 2231 |  | |
| CMP Track Elective (Photo or Video) | 3 |  |  | |  |  |  | |
| CMP Elective | 3 |  |  | |  |  |  | |
| Free Electives | 3 |  |  | |  |  |  | |
| Total |  |  |  | |  |  |  | |
| Semester Eight | | | | | | | | |
| CMP 4403 Mass Communication and Society | 3 |  | UM | | S |  |  | |
| CMP 4438 Graphic Design Portfolio | 3 |  | UM | | S | CMP 2231, CMP 3336, CMP 3338 & CMP 4437 | |  |
| Free Electives | 3 |  |  | |  |  |  | |
| Upper Division Free Electives | 6 |  | UU | |  |  |  | |
|  |  |  |  | |  |  |  | |
| Total |  |  |  | |  |  |  | |
| \*GE=General Education Objective, UU=Upper Division University, UM= Upper Division Major  \*\*See Course Schedule section of Course Policies page in the e-catalog (or input F, S, Su, etc.) | | | | | | | | |

A Major Academic Plan (MAP) is one way to complete a degree in a set number of semesters. The *example* below is only one strategy. Actual plans for individual students will vary based on advisor recommendations and academic needs. Official Program Requirements including Major, General Education, Electives, and university requirements (see pg.2) are based on Catalog Year.

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| BA, Communication, Visual Communication, Design Track Page 2 | | | | | | |
| **2020-2021 Major Requirements** | **CR** | **GENERAL EDUCATION OBJECTIVES**  **Satisfy Objectives 1,2,3,4,5,6 (7 or 8) and 9** | | | | **36 cr. min** |
| **MAJOR REQUIREMENTS** | **45** | 1. Written English (6 cr. min) ENGL 1101 | | | | 3 |
| **Required Courses** |  | ENGL 1102 | | | | 3 |
| **Visual Communication Emphasis** | **18** | 2. Spoken English (3 cr. min) COMM 1101 | | | | 3 |
| CMP 1110 Media Writing | 3 | 3. Mathematics (3 cr. min) Recommended MATH 1123 | | | | 3 |
| CMP 2202 Photo, Graphic & Video Editing | 3 | 4. Humanities, Fine Arts, Foreign Lang. **(2 courses; 2 categories; 6 cr. min)** | | | | |
| CMP 2286 Visual Rhetoric | 3 |  | | | |  |
| CMP 3339 Web Design | 3 |  | | | |  |
| CMP 4403 Mass Communication and Society | 3 | 5. Natural Sciences **(2 lectures-different course prefixes, 1 lab; 7 cr. min)** | | | | |
| CMP 4410 Mass Media, History, Law & Ethics | 3 |  | | | |  |
| **Design Track** | **15** |  | | | |  |
| CMP 2231 Intro to Graphic Design | 3 |  | | | |  |
| CMP 3336 Studio I: Intro to Typography & Digital Media | 3 | 6. Behavioral and Social Science **(2 courses-different prefixes; 6 cr. min)** | | | | |
| CMP 3338 Studio II: Inter Typography & Print Media | 3 |  | | | |  |
| CMP 4437 Illustration & Brand Identity | 3 |  | | | |  |
| CMP 4438 Graphic Design Portfolio | 3 | One Course from EITHER Objective 7 OR 8 **(1course; 3 cr. min)** | | | | |
| **Choose TWO from the other track lists:** | **6** | 7. Critical Thinking | | | |  |
| **Photo Media Track** |  | 8. Information Literacy | | | |
| CMP 2250 History & Appreciation of Photography |  | 9. Cultural Diversity **(1 course; 3 cr. min)** | | | | |
| CMP 2251 Intro to Photography |  |  | | | |  |
| CMP 3352 Photo Communication |  | General Education Elective to reach 36 cr. min. **(if necessary)** | | | | |
| CMP 3355 Studio Photography |  |  | | | |  |
| CMP 4457 Advanced Photography |  | **Total GE** | | | | **37** |
| **Video Track** |  | Undergraduate Catalog and GE Objectives by [Catalog Year](https://www.isu.edu/advising/academic-support/general-education/)  *http://coursecat.isu.edu/undergraduate/programs/* | | | | |
| 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 |  | **MAP Credit Summary** | | | | **CR** |
| **CMP Electives (Choose two from the following)** | **6** | Major | | | | 45 |
| CMP 2201 Business and Professional Communication |  | General Education | | | | 37 |
| CMP 2203 Media Literacy |  | Upper Division Free Electives to reach 36 credits | | | | 15 |
| CMP 2209 Persuasion |  | Free Electives to reach 120 credits | | | | 23 |
| CMP 2241 Introduction to Public Relations |  | TOTAL | | | | 120 |
| CMP 2261 Introduction to Advertising |  |  | | | | |
| CMP 3307 Social and Interactive Media Campaigns |  |
| CMP 3312 Screenwriting |  |
| CMP 3332 3-D Modeling and Design |  |
| CMP 3333 Virtual Reality Environments |  | **Graduation Requirement Minimum Credit Checklist** | | | **Confirmed** | |
| CMP 3373 Documentary Cinema |  | Minimum 36 cr. General Education Objectives (15 cr. AAS) | | | X | |
| CMP 4404 Gender and Communication |  | Minimum 15 cr. Upper Division in Major (0 cr. Associate) | | | X | |
| CMP 4422 Conflict Management |  | Minimum 36 cr. Upper Division Overall (0 cr. Associate) | | | X | |
| CMP 4483 Rhetoric of Popular Culture |  | Minimum of 120 cr. Total (60 cr. Associate) | | | X | |
|  |  |  | |  | | |
| **Advising Notes** | | ***MAP Completion Status (for internal use only)*** | | | | |
| CMP 2203 Media Literacy is suggested for GE Objective 8 | |  | *Date* | | | |
| CMP 2250 History & Appreciation of Photography is suggested for GE | |  |  | | | |
| Objective 4 | | *CAA or COT:* | 3/26/2020 bgb | | | |
|  | |  |  | | | |
|  | | **Complete College American Momentum Year**  **Math and English course in first year-Specific GE MATH course identified**  **9 credits in the Major area in first year**  **15 credits each semester (or 30 in academic year)**  **Milestone courses** | | | | |
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|  | | Form Revised 9.10.2019 | | | | |