

## Student Advising Worksheet. Visual Communication Design Motion Graphics Track

YEAR	1		2		3		4	
SEMESTER	FALL	SPRING	FALL	SPRING	FALL	SPRING	FALL	SPRING
<b>REQUIRED COURSES</b>	<b>ART 110</b> Fundamentals of Design I  <b>ART 116</b> Drawing I  <b>ART 105</b> Art History Survey  <b>ENG 151</b> Composition & Writing from Sources  <b>MATH</b> 121 or higher  <b>PE</b> Physical Educ. or Wellness Learning <i>one-credit</i>	<b>ART 113</b> Fundamentals of Design II  <b>ART 117</b> Drawing II  <span style="color: #4a7ebb;">PHOTO 140</span> <span style="color: #4a7ebb;">Intro to Photography</span>  <b>ENG 152</b> Writing about Literature  <span style="color: #4a7ebb;">IS 124</span> <span style="color: #4a7ebb;">Introduction to Computer Graphics</span>  <b>ART 101</b> Art & Design Seminar <i>one-credit</i>	<b>VCD 220</b> Design Theory I COMMUNICATING CONCEPTS  <b>VCD 206</b> Fundamentals of Typography  <b>ART 215</b> Painting I  <span style="color: #4a7ebb;">VID 107</span> <span style="color: #4a7ebb;">Fund of Video</span>  <span style="color: #4a7ebb;">IS 224</span> <span style="color: #4a7ebb;">Final Cut Pro</span> <i>one-credit</i>  <b>Lab Science</b> <i>four-credits</i>	<b>VCD 221</b> Design Theory II TYPE & IMAGE  <b>VCD 224</b> History of Design  <span style="color: #4a7ebb;">MOGR 231</span> <span style="color: #4a7ebb;">Concepts of Motion</span>  <b>Humanities*</b> Course I  <span style="color: #4a7ebb;">ART 256</span> <span style="color: #4a7ebb;">Commerical &amp; Industrial Scriptwriting</span> <span style="color: #4a7ebb;">(fulfills ENG 200+)</span>  <b>ART 390 Internship course.</b> This course is required for students who wish to do a for-credit internship, and counts as a focused elective.	<b>VCD 320</b> Design Theory III CLIENT & AUDIENCE  <span style="color: #4a7ebb;">MOGR 331</span> <span style="color: #4a7ebb;">Intermediate Motion Graphics</span>  <b>VCD 306</b> Web Design I  <b>Social Science**</b> Elective  <b>CM</b> Communication Elective	<b>VCD 321</b> Design Theory IV MEDIA & MESSAGE  <span style="color: #4a7ebb;">ART 305</span> <span style="color: #4a7ebb;">Topics: History of Moving Images &amp; Art</span>  <b>VCD 308</b> Web Design II  <b>Humanities*</b> Course II  <b>SCI/MATH***</b> Science or 2nd Math	<b>300/400 Focused Elective 1</b> <span style="color: #4a7ebb;">MOGR 480: Motion Portfolio Development</span> <span style="color: #4a7ebb;">(recommended)</span>  <b>300/400 Focused Elective 2</b>  <b>Social Science**</b> Elective  <b>300/400 Humanities*</b> Course III <span style="color: #4a7ebb;">PHIL 320 Aesthetics</span> <span style="color: #4a7ebb;">(recommended)</span>  <b>Core Elective****</b>	<b>300/400 Focused Elective 3</b> <span style="color: #4a7ebb;">MOGR 431: Adv. Motion Graphics &amp; Effects</span> <span style="color: #4a7ebb;">(recommended)</span>  <b>300/400 Focused Elective 4</b>  <b>Humanities*</b> Course IV  <b>Fine Art</b> Elective <span style="color: #4a7ebb;">(Music, Theatre, Film)</span>  <b>Core Elective****</b>
<b>MILESTONES</b>	Portfolio Review <small>BY FACULTY held in may</small>		Portfolio Review <small>BY FACULTY held in may</small>		Portfolio Presentations <small>TO GUESTS held in december</small>		Portfolio Presentations <small>TO ADVISORY BOARD held in december</small>	
<b>REQUIRED CREDITS</b>	<b>17</b> CREDITS	<b>16</b> CREDITS	<b>17</b> CREDITS	<b>15</b> CREDITS	<b>15</b> CREDITS	<b>15</b> OR <b>16*</b> CREDITS	<b>15</b> CREDITS	<b>15</b> CREDITS
<b>OPTIONS</b>	<b>IS 224 Technology Electives</b>		Technology Elective, 1-credit	Technology Elective, 1-credit	Technology Elective, 1-credit	Technology Elective, 1-credit	Technology Elective, 1-credit	Technology Elective, 1-credit
After IS-124, students are expected to continually build on their technological competencies through practice in all design courses. The need for additional study in this area varies and is based on students' individual design approach/ interests and technological proclivity. These courses are designed for any student wishing to further expand their knowledge.								
<b>INTERNSHIPS</b>	<b>ART 390 / 490 Visual Communication Design Internship I &amp; II:</b> Internships can be for 1, 2, or 3-credits and can be taken in Fall, Winter, Spring, or Summer.			Summer Internship 3-credits	Summer Internship 3-credits			
<b>IMPORTANT NOTES</b>	<p>* <b>Humanities: HIS, ENG (Must be literature), PHIL, REL.</b> Students must complete 4 humanities course from at least 3 different disciplines.</p> <p>** <b>Social Sciences: ANTH, ECON, FAM, GEO, POSCI, PSY, SOC</b> in two different disciplines.</p> <p>***2nd Science can be Non-Lab.</p> <p>****<b>Core Electives: ANTH, BIO, CHEM, ECON, ENG (Literature), FAM, FR, GEO, HIS, INDSC, MATH, MUSIC, PHIL, PHSCI, PHYS, POSCI, PSY, REL, SOC, SPN, and some FILM/THEA</b></p> <p><b>All students must complete 16 courses in the Liberal Arts and Sciences. All baccalaureate candidates must complete 30 upper-division (300-400) credits (10 courses).</b></p>							

**The Motion Graphics Track**

**Motion Graphics:** The use of typographic, visual, and aural elements over a period time. The elements may or may not move, but do change over time.

Motion graphics are viewed on a two-dimensional screen in a variety of venues, such as but not limited to: film titles, tv commercials, broadcast graphics (ids, interstitials, transitions, other on-screen graphics) informational/educational animations (ie. for industrials, trade show displays, kiosks), retail displays, public address screens, and experimental projects.

**Electives**

Electives are intended to facilitate a VCD student's post baccalaureate plans; the pursuit of professional activities or graduate studies within or outside of the visual communication design profession.

- **Communication Design & Branding**
  - VCD 325 Typography and Publications
  - VCD 370 The Relationship of Design & Business
  - VCD 430 Digital Media/Adv. Web Design and Prod.
  - VCD 440 Designing for a Target Market
  - VCD 480 Design Studios:
    - Portfolio Development
    - Community Service Design Studio
    - Corporate Communication & Branding Systems
    - Illustration
    - Packaging Design
    - Exhibition Design
  - VCD 480 Web Design Studio: Topics
  - MKT 206 Principles of Marketing
  - MKT 311 Consumer Behavior
  - MKT 336 Integrated Marketing Communication
- **Internships & Learning Beyond**
  - ART 390 Internship I
  - ART 490 Internship II
 Internships, Study Abroad, and Learning Beyond opportunities are offered regularly and can be used as electives.
- **Motion Graphics**
  - MOGR 480 Design Studio Special Topics
  - 3-D Studio for Motion Graphics
  - Sound For Motion Graphics
- **Photography**
  - PHOTO 240 Intermediate Photography
  - PHOTO 250 Alternative Photographic Processes
  - PHOTO 260 Digital Photography
  - PHOTO 340 Advanced Photography
  - PHOTO 480 Photo Studio Special Topics
  - Portfolio Development

2009–2010 Advising Grid  
updated September 2009