

**CO
MD** @ **CITY
TECH**

What is Communication Design?

**Communication Design is...
the presentation of information (or data)
for quick and easy consumption
by a target audience.**

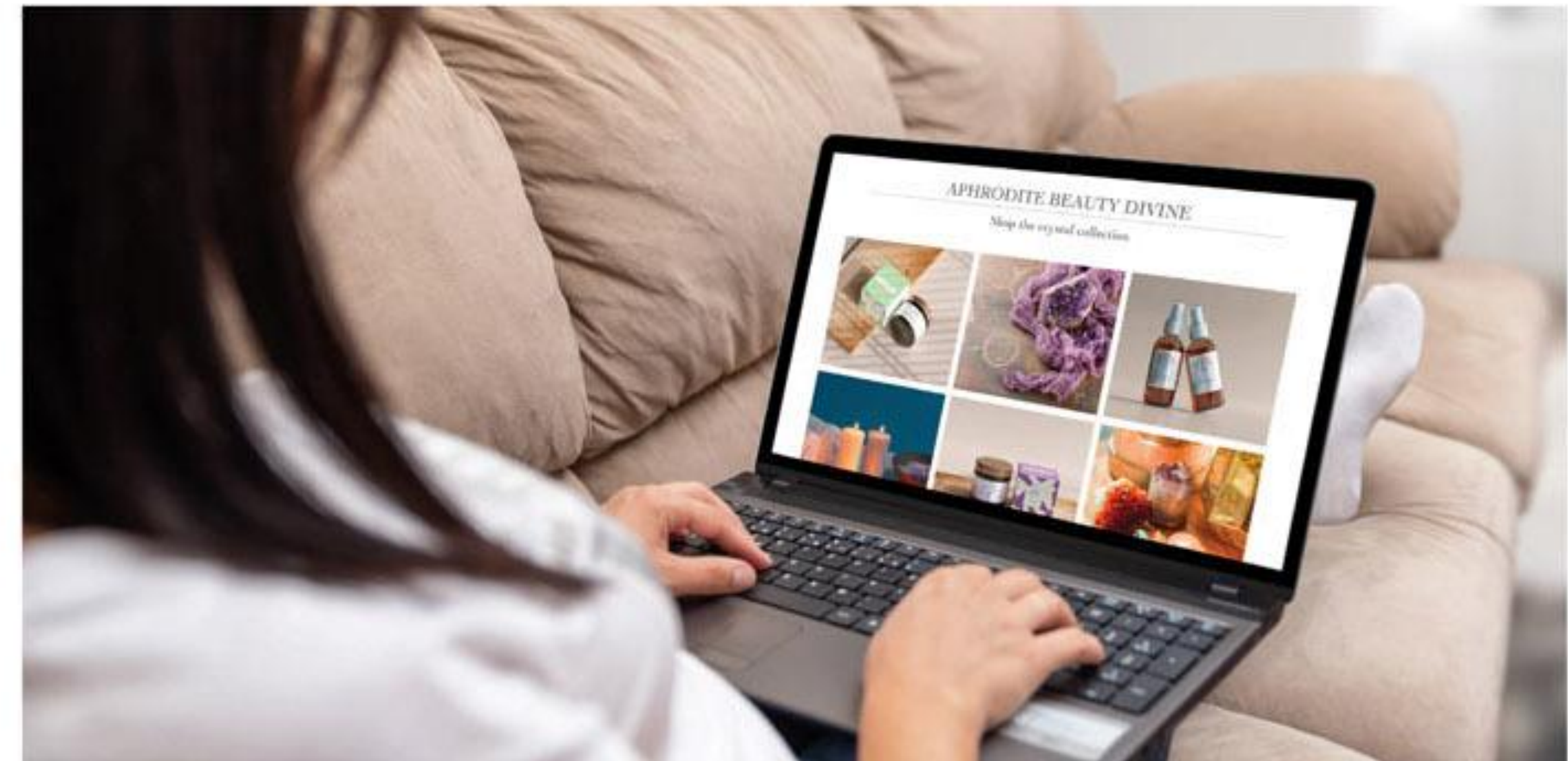
BFA Degree

in Communication Design

We prepare graduates for careers in a variety of creative fields such as...

- **Visual Storytelling**
- **Graphic and Presentation Design**
- **Motion Graphics & Video Production**
- **Animation**
- **UX UI & Mobile Applications**
- **Social Media Marketing**

**So what can I study in the Department of
Communication Design (COMD)?**



Graphic Design

Designer Info/
Ashley Shameela
Ramprasad

GIVE A DAM

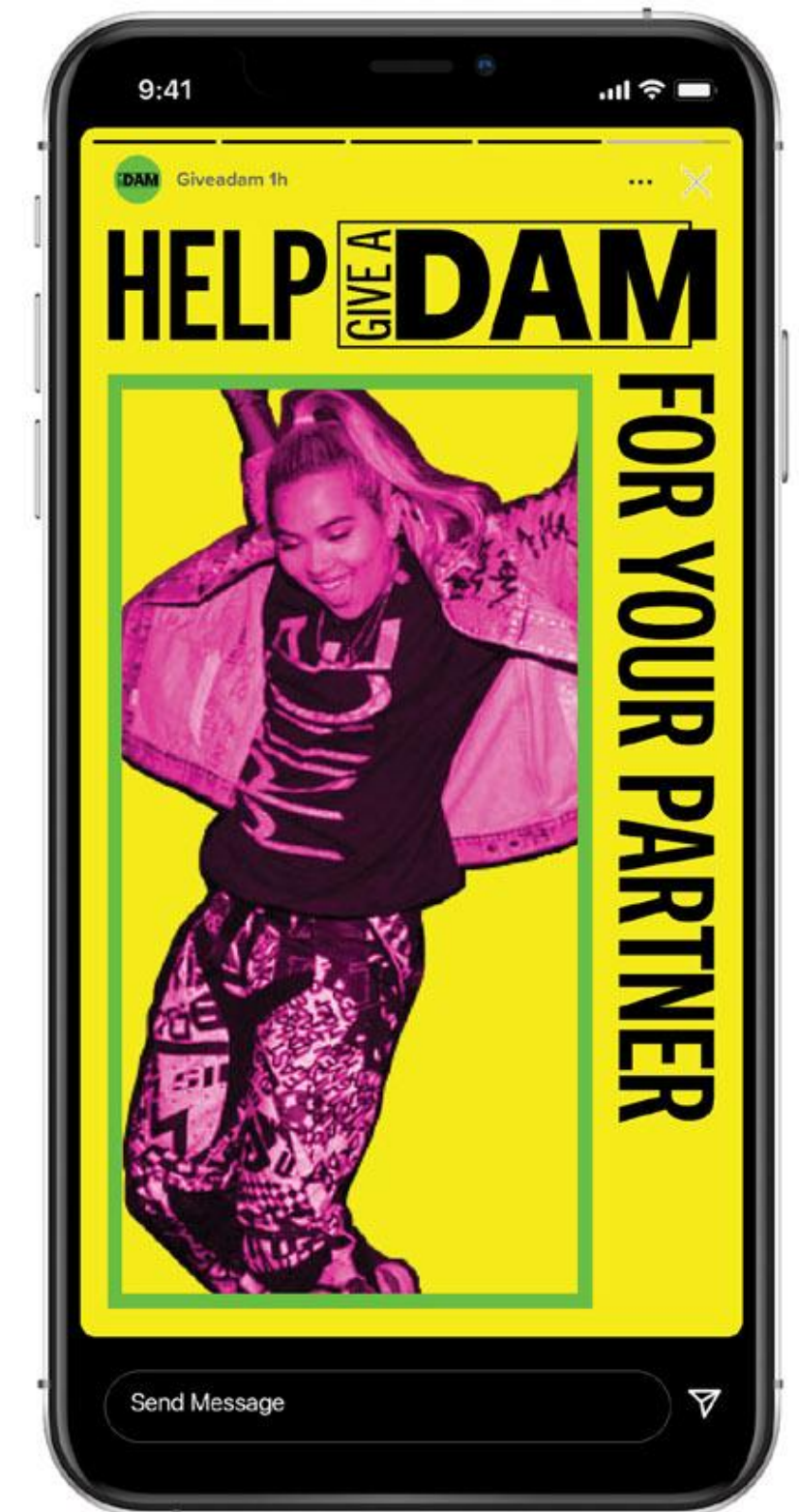
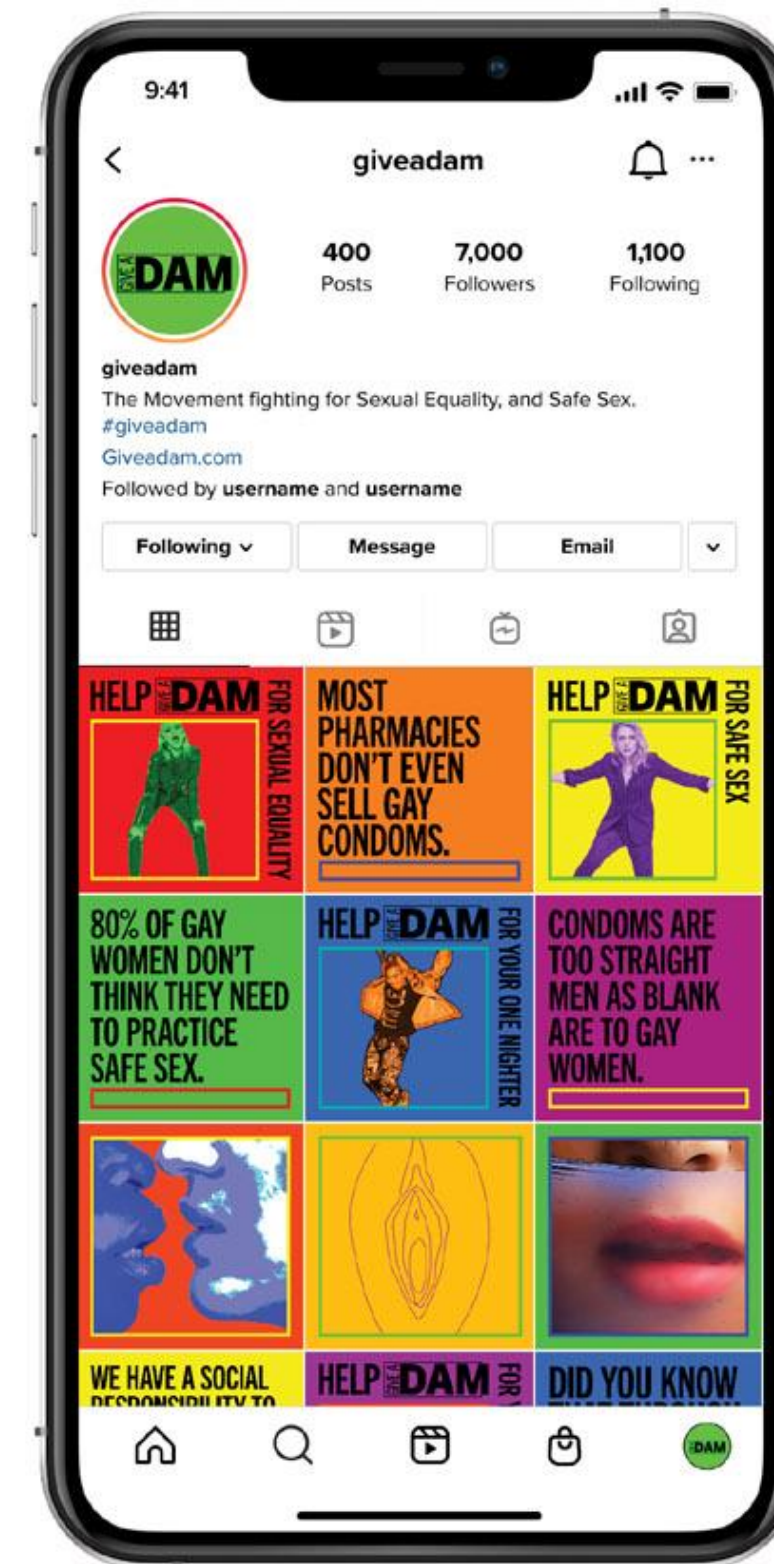
OVERVIEW: A dental dam is a square, stretchy sheet made from latex or polyurethane plastic. It blocks the body fluids that can spread sexually transmitted diseases and is used between the mouth and vagina or anus during oral sex. Dental dams are an unpopular safe sex product and the rare times that they are mentioned they are described as unsexy and a mood killer.

CHALLENGE: The problem is that protection for oral sex and same-sex relations among women is not talked about enough. Condoms are advertised often and viewed as a sexy form of protection against STDs and STIs but dental dams are not. Additionally, Companies like Church & Dwight, Durex, and Glyde Health are not investing in promoting dental dams. Condom ads are created all the time, how come dental dam ads are not?

DENTAL DAMS HELP PREVENT THE SPREAD OF SEXUALLY TRANSMITTED DISEASES

MAJORITY OF THE BROOKLYN PHARMACIES DON'T SELL DENTAL DAMS

Advertising & Brand Development



Designer Info/
Hadas Lederer



The Quetzal Spirit

To the Mayan Culture, the Quetzal bird was a symbol of goodness, light, and freedom as the birds do not cope well when kept captive. In mythology, the bird can take a second form in which it transforms into a giant feathered serpent known to the Mayans as the Kukulcan, although it is more commonly referred by the Aztec name, the Quetzacotle. When in its serpent form, the spirit symbolized death and resurrection.

In the story, the Quetzal spirit has a similar role to its Mayan legend as it embodies both goodness and light. Its figure is that of a giant Quetzal bird, but it is not a physical being, instead it uses light to form its body. When it visits the living world, it takes the form of an actual Quetzal bird.

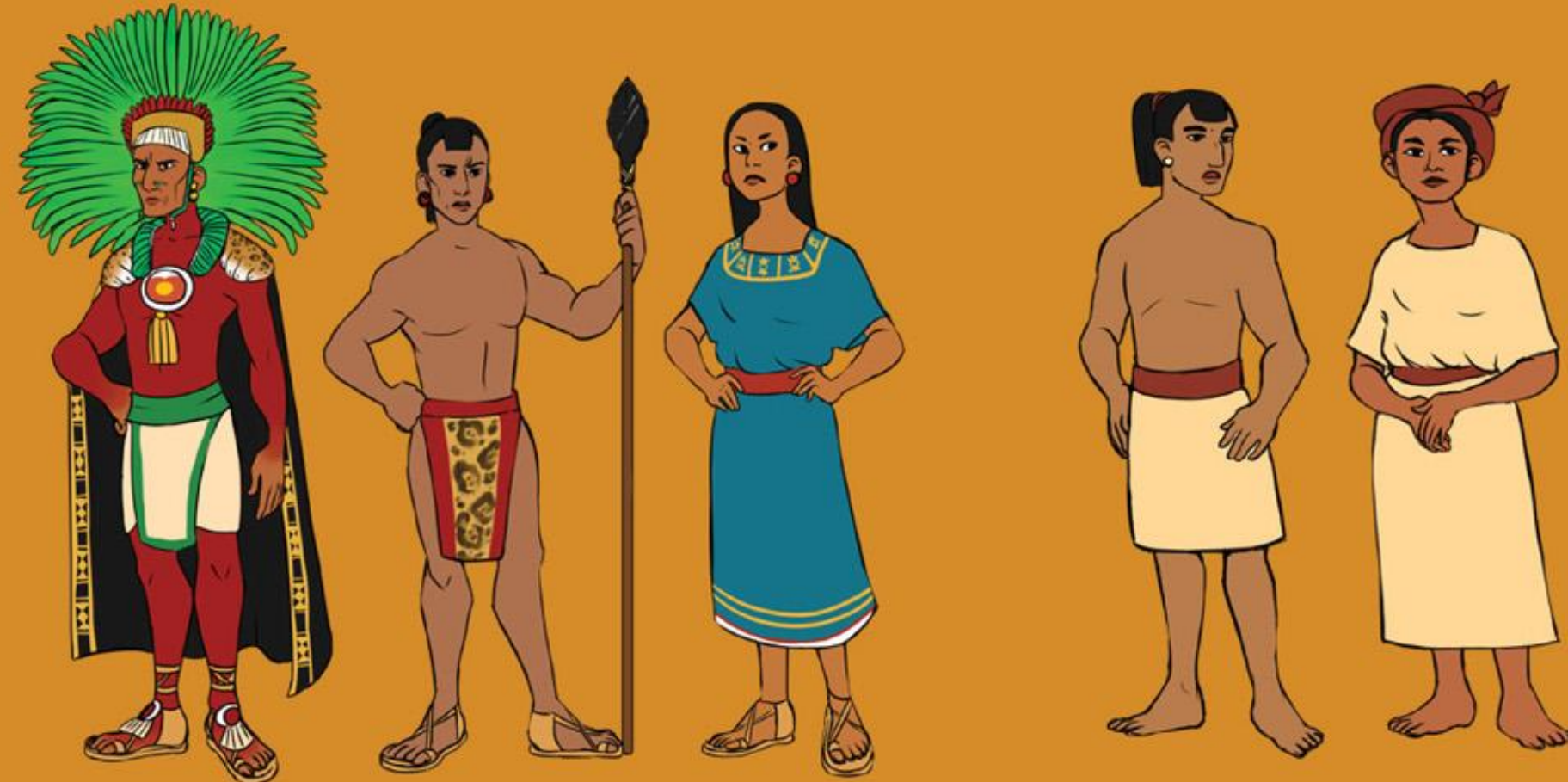
The spirit commands all other spirits, like the Jaguar and Ocelot spirits, and is responsible for protecting those who believe in it along with all of nature.

Illustration & Concept Art

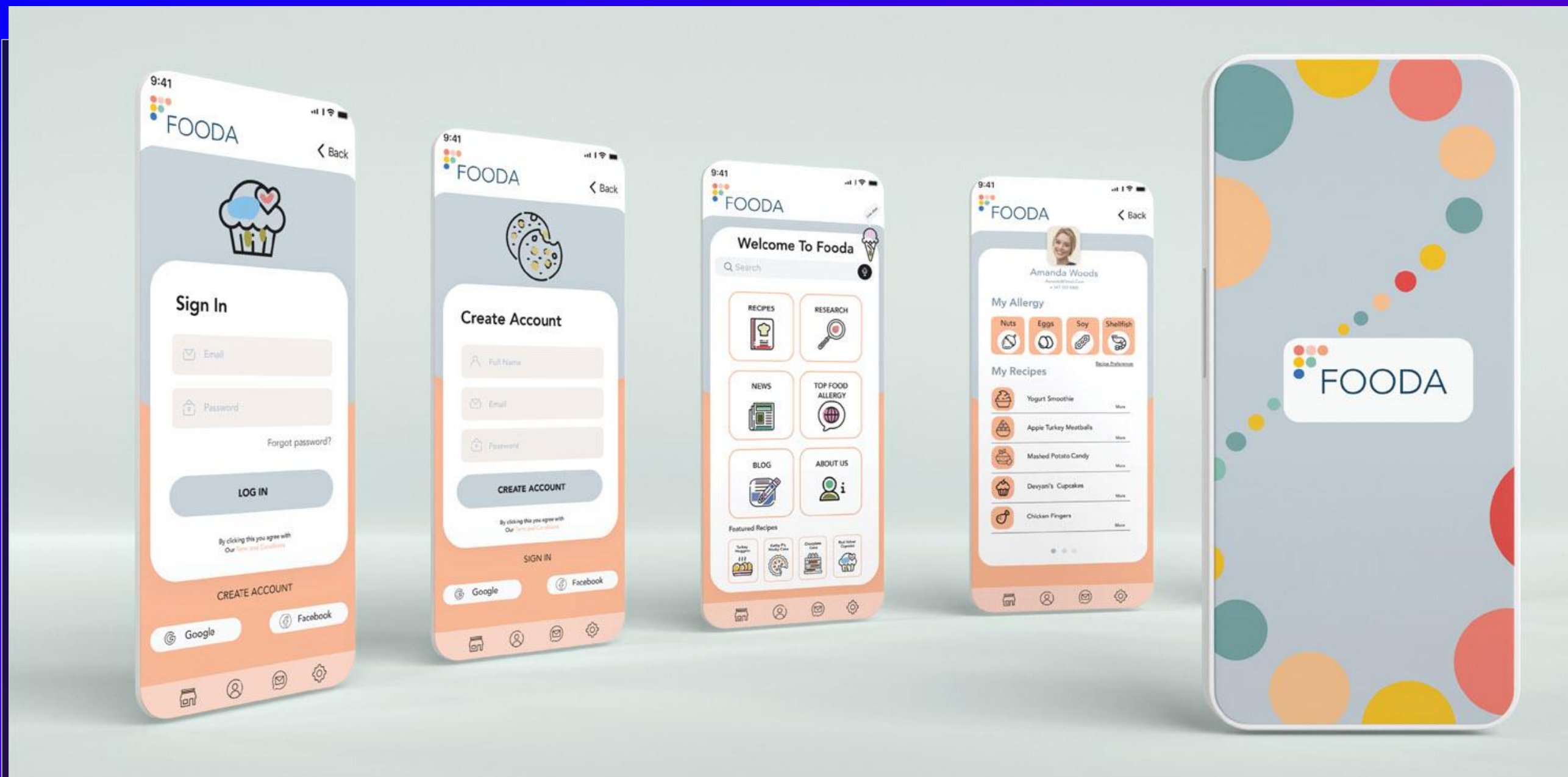


Abha's Village

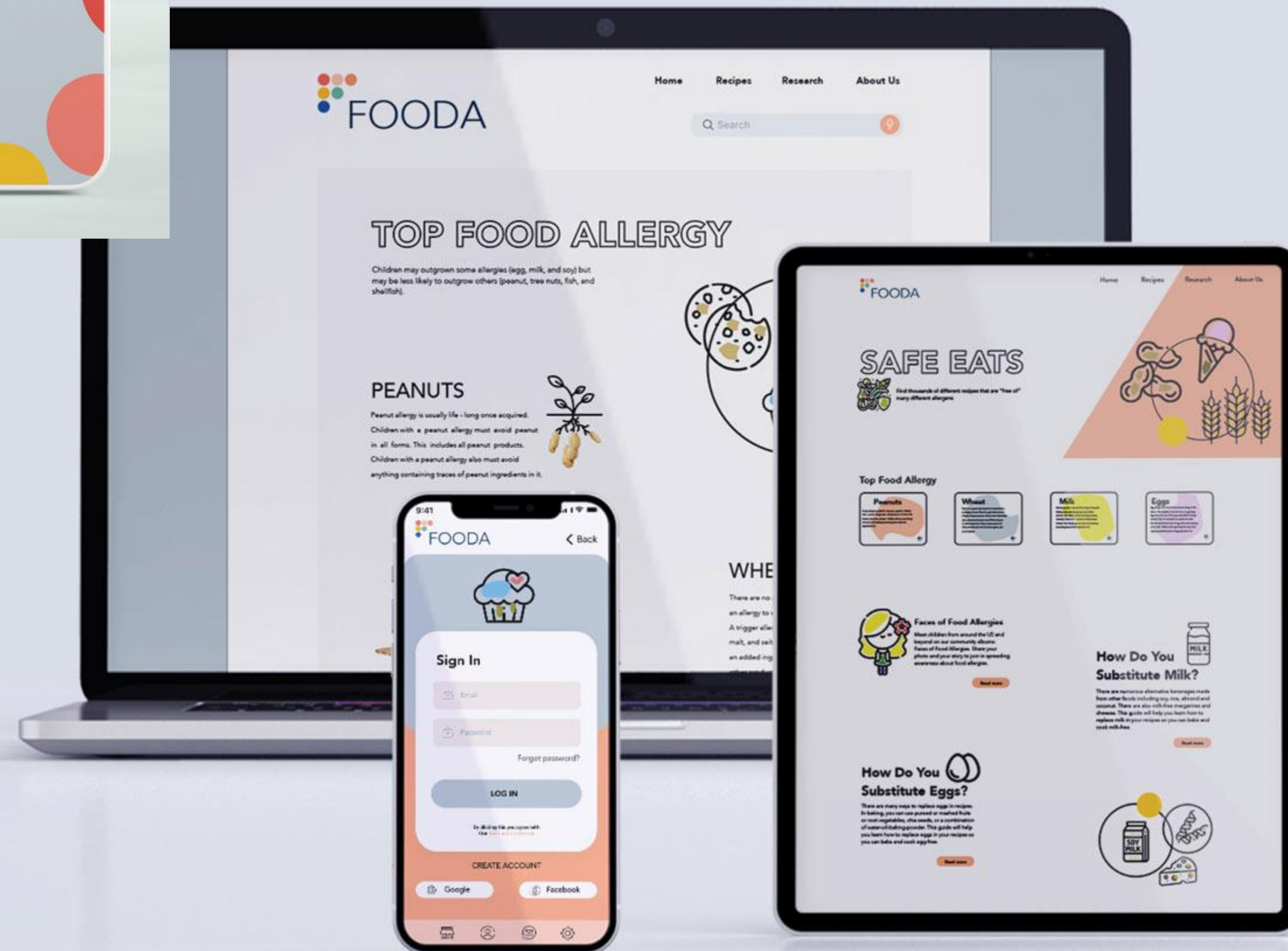
Abha's Village is perhaps one of the smallest villages that is found by Leon and his crew. Consisting of one Chief, one priest (Yunuen), a few nobles, and a few commoners. The village's small population was one of the main reasons behind the Village chief choosing to try and coexist with the newly arrived Conquistadors. The village would not stand a chance against Leon if a war were to break out, thus they offered to provide whatever resources and gold they could manage, even if those resources may already be running out.



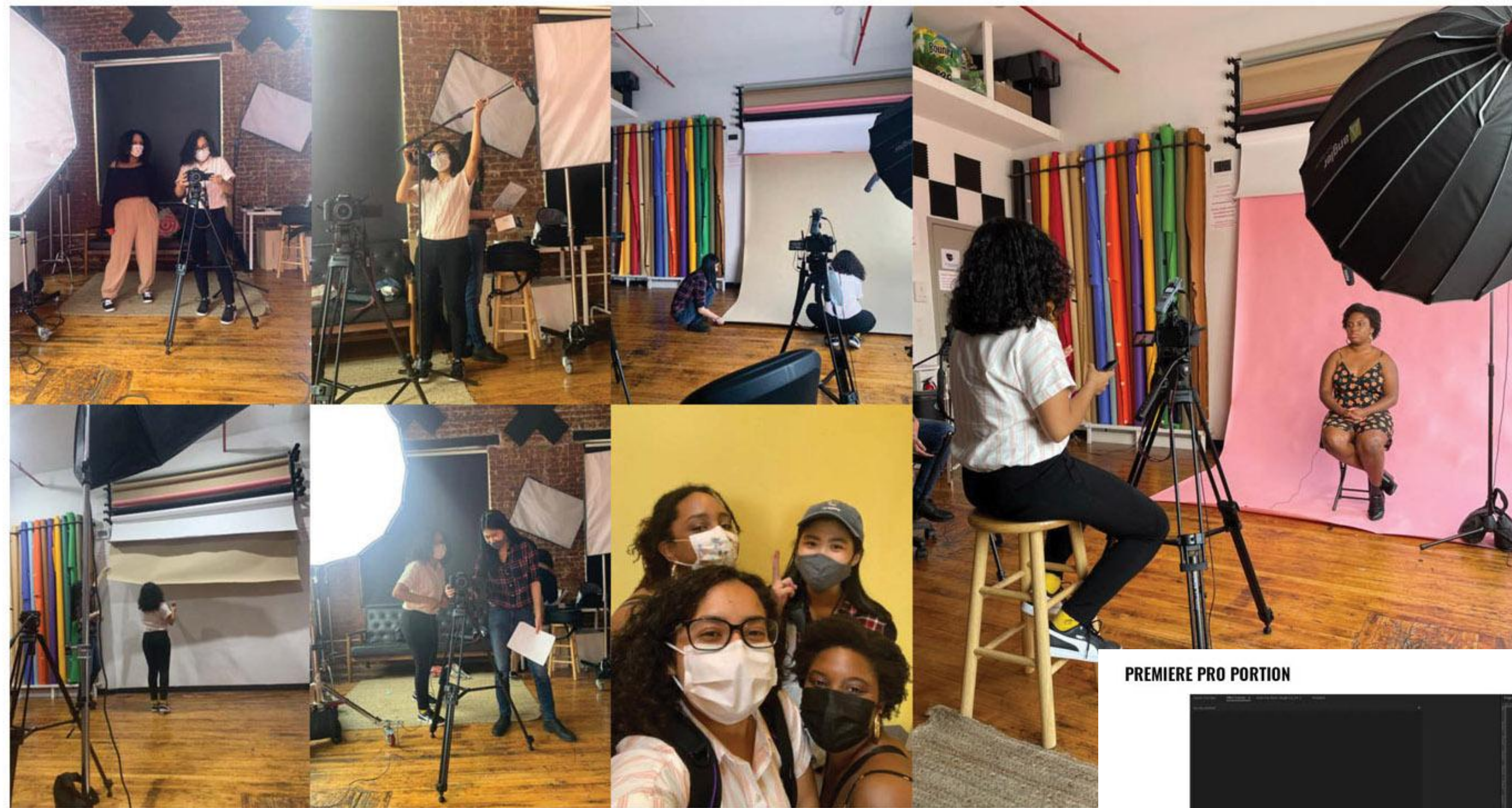
Designer Info/
Marla Laboy



UX / UI Web Design



Designer Info/
Svetlana Cruz



Motion & Animation

PREMIERE PRO PORTION



AFTER EFFECTS PORTION



PROGRAMS USED



USED FOR CREATING PARALLAX ANIMATIONS AND MOTION GRAPHICS



USED FOR ASSEMBLING FOOTAGE, SOUNDTRACKS, SFX AND ANIMATIONS



USED FOR GATHERING ROYALTY FREE SFX AND SOUNDTRACKS

FINAL VIDEO | BRINGING IT ALL TOGETHER

Designer Info/
Gabriela Martinez

Philosophy

in COMD

Ground News:

Get All Sides of the Issue at Your Fingertips.



We encourage our students to have informed opinions -

51% of Americans could not name an objective news source. **UNTIL NOW.**

Get All Sides of the Issue at Your Fingertips.
The news shouldn't be right or left. Get the ground news app to see everything in between.

Ground News
#BURSTYOURBUBBLE
Check us out on Spotify Twitter

Available on the Google Play and App Store

False stories are 75% more likely to be retweeted on Twitter than real ones.

Get the truth.
Ground News sources directly from over 50,000 major news publications across the world, trending social media, and Ground users directly reporting from the location.
Get all sides of the issue at your fingertips.

Ground News
Available on the App Store and Google Play



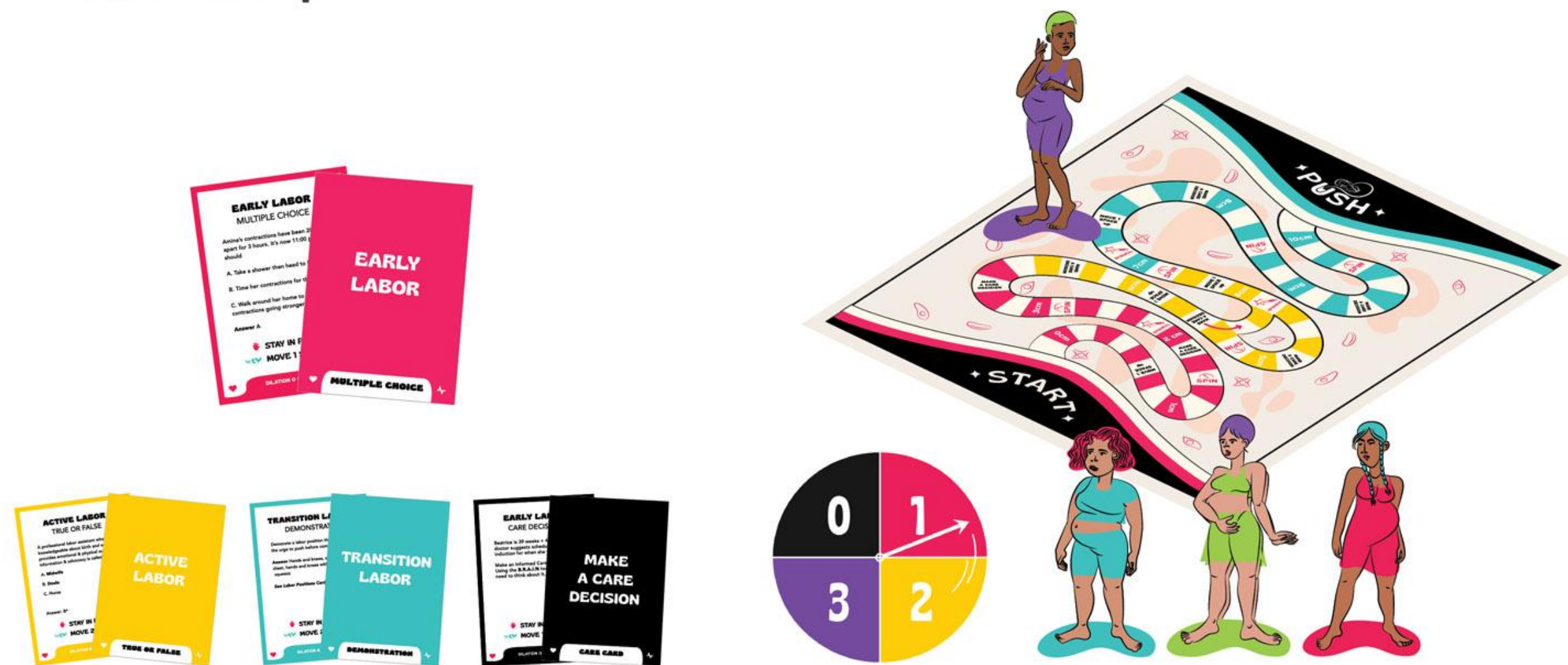
Designer Info/
Kimberlee Rios

The Labor Game

A Toolkit For Expecting Parents

- and to use design to make a difference.

Game Set Up



Board Game



Designer Info/
Nathalie
Remy

ASSOCIATES Degree


In your first two years you'll develop a strong foundation

A woman in a witch costume, including a yellow pointed hat, a white off-the-shoulder top, a black corset with yellow lacing, and yellow and orange striped stockings, sits on a chair in a room. To her left is a human skeleton. In the foreground, a man in a green t-shirt is seen from behind, sketching on a large easel. The easel has a drawing of a figure. In the background, another person is working at a desk. The room has shelves with books and a chalkboard.

**Through learning
traditional skills**

developing a creative process

Frost Giants



Narrative illustration
infuse the drawing with story

- Vertical landscape - shows the height/size of or
- Stylistic/thematic unity - mix of vertical and

Overall theme of illustration
Mind map - brain dump - word web - emotion
spirit/energy of the drawing

- What do you know about the frost giants?
- Special powers?
- Environments
- Give the reader the right feeling
- Tip your point of view below eye level
- By moving the character - you move the emotion
- Take the time to word dump, 20-30 mins, it will shape the composition
- Explore CHARACTER

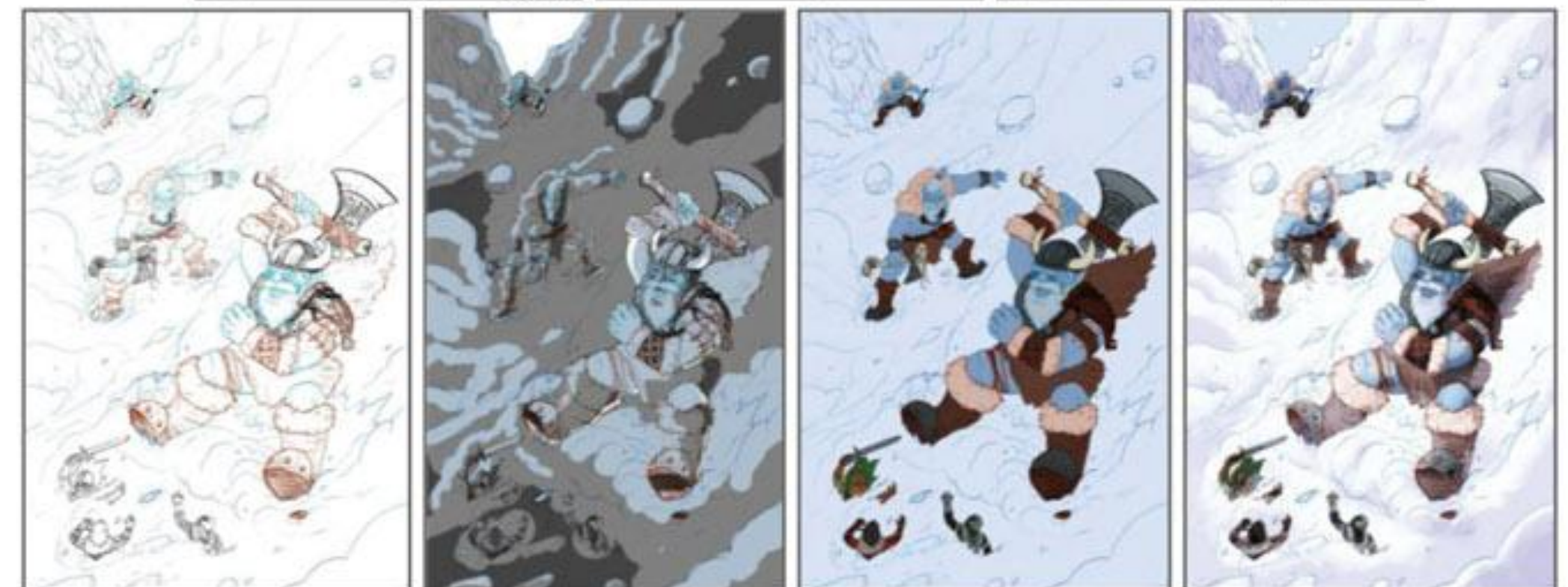
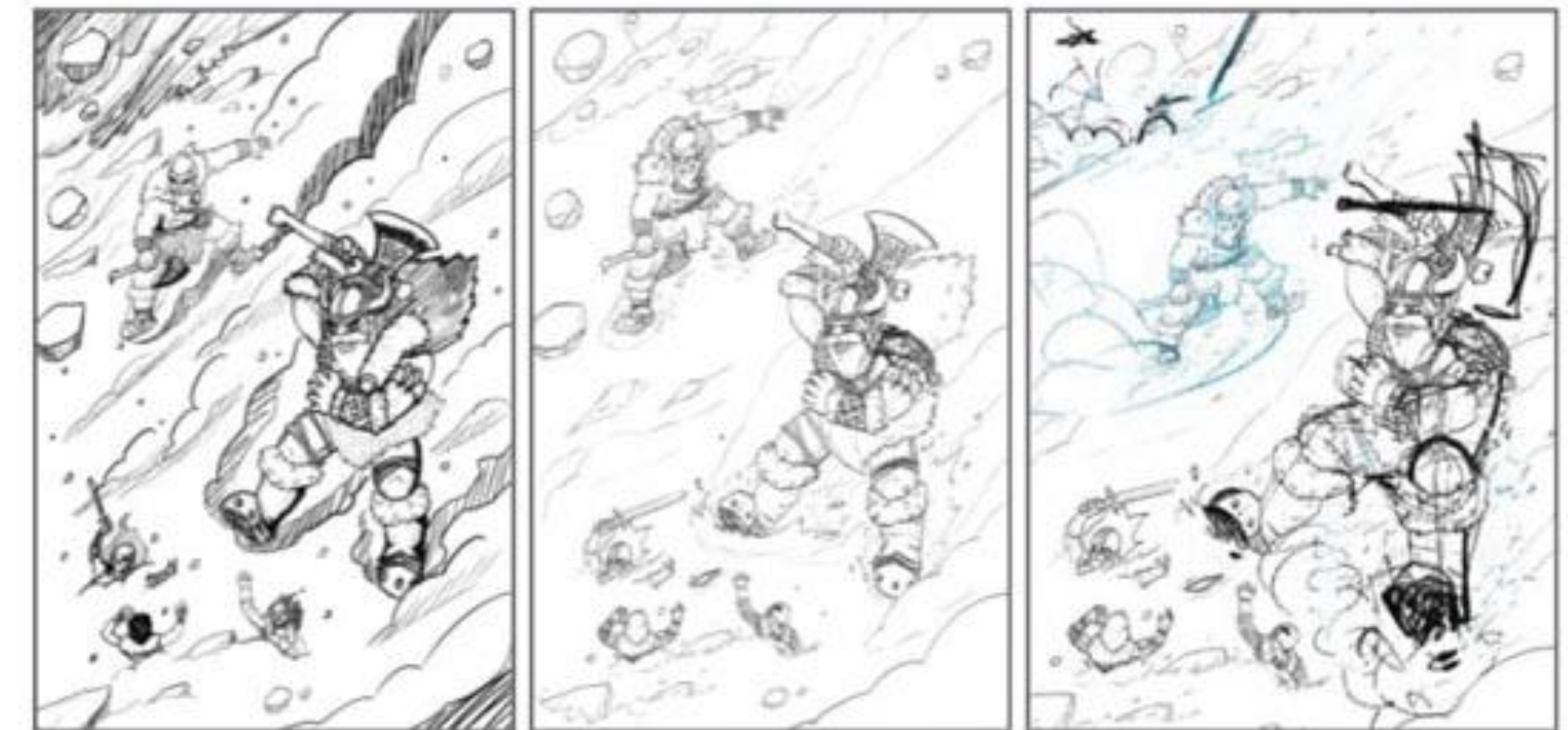
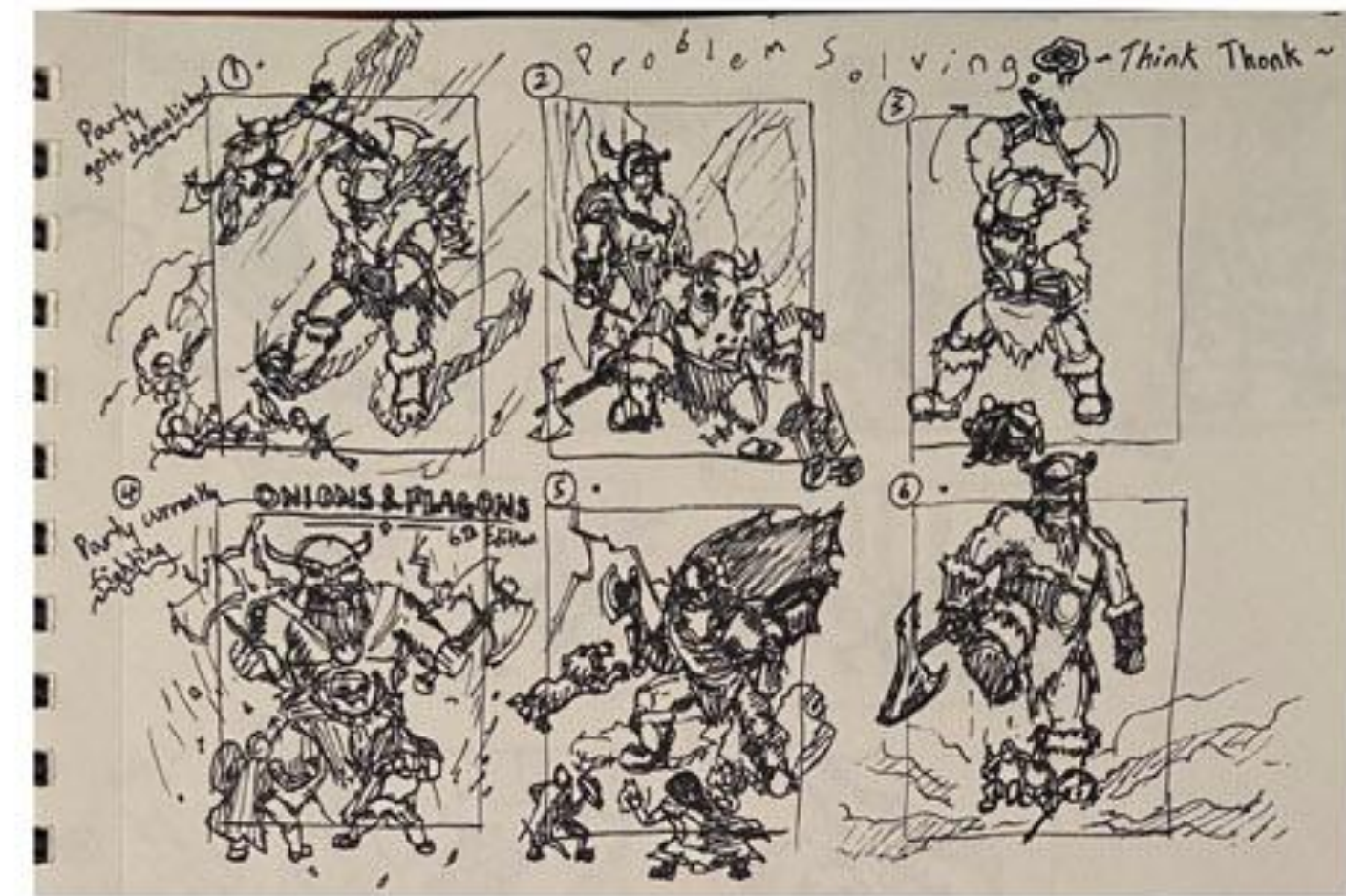
STORY TELLING

Mid: Avalanche? Fear? snowboarding the mountain! Tension

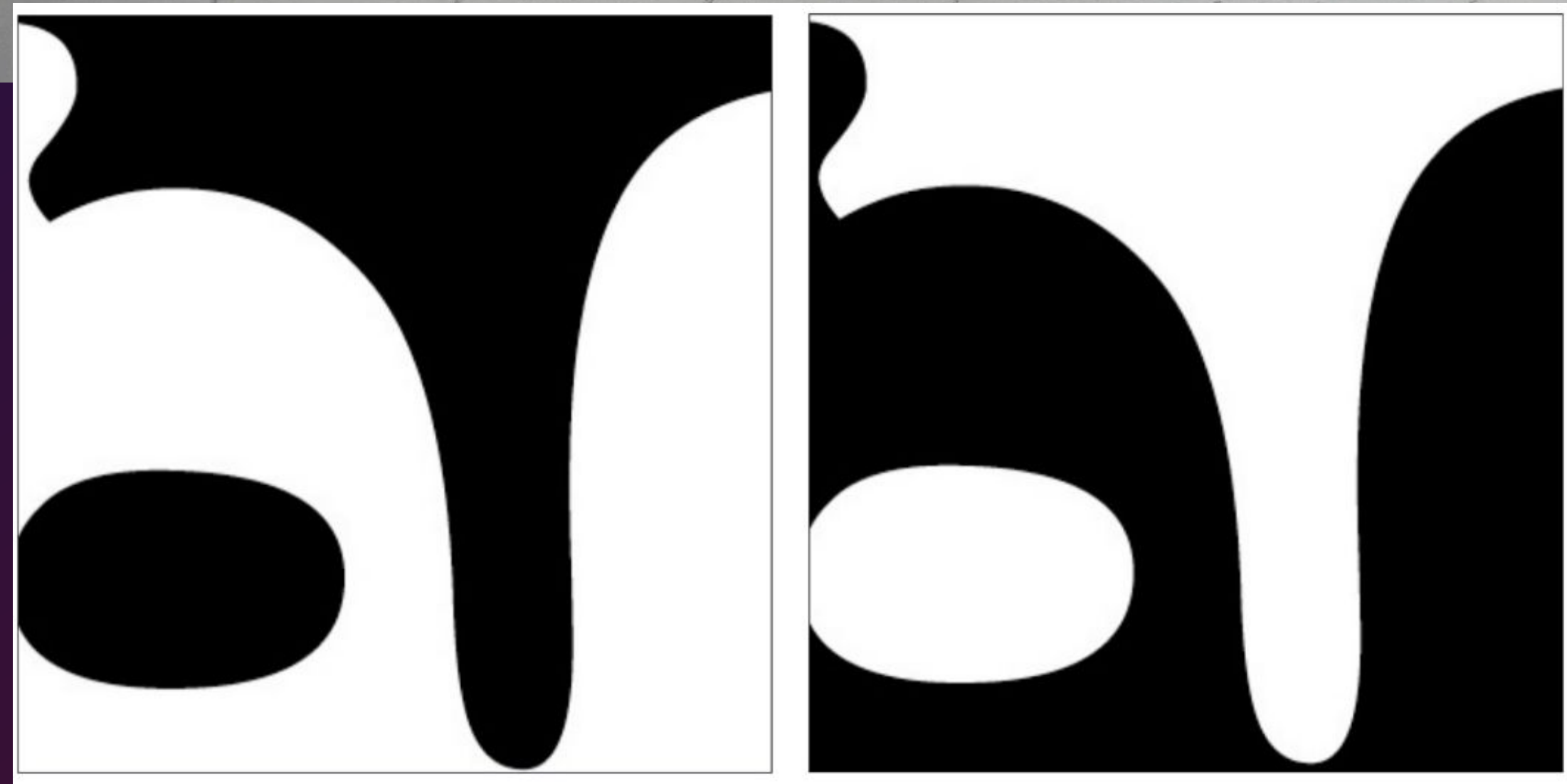
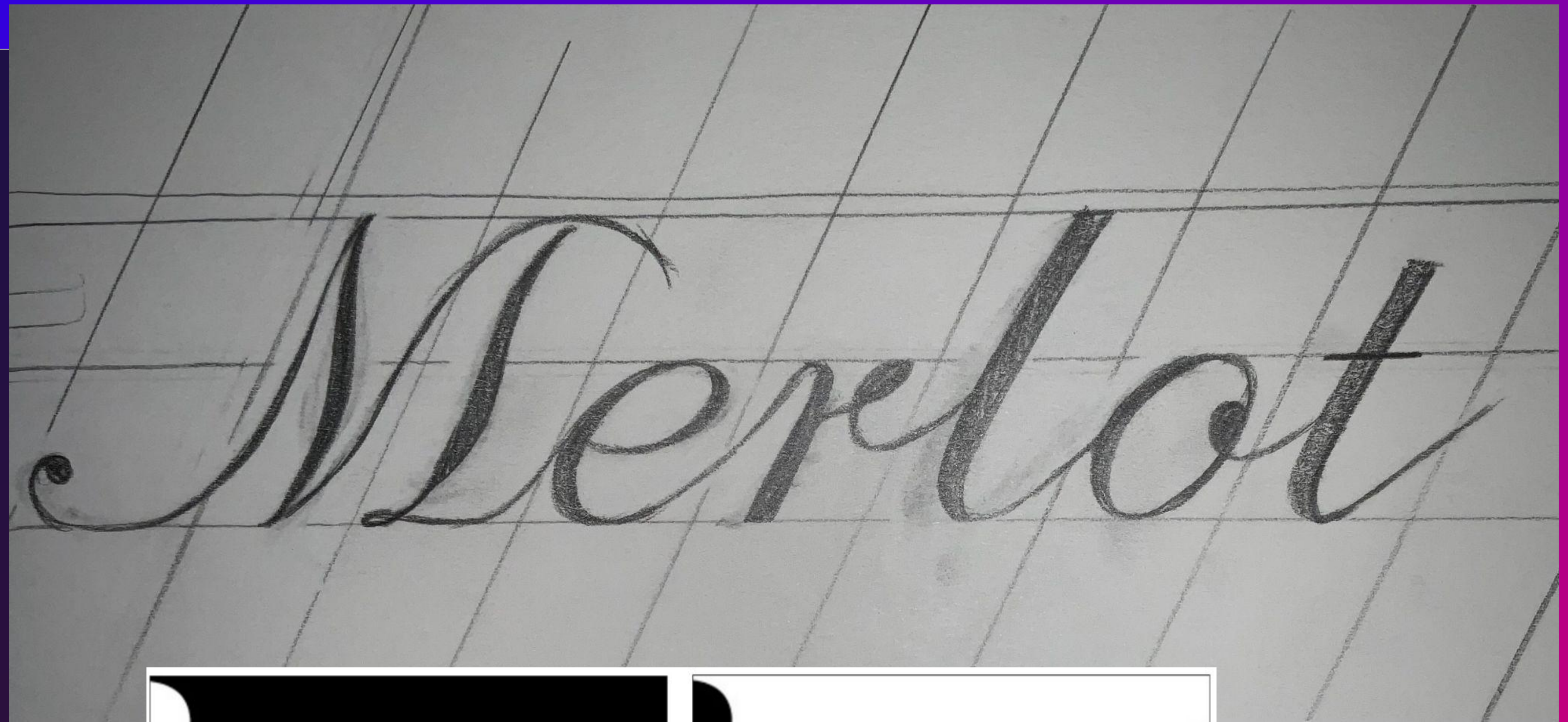
Most powerful moment to capture an image - story tell one moment

FROST GIANT

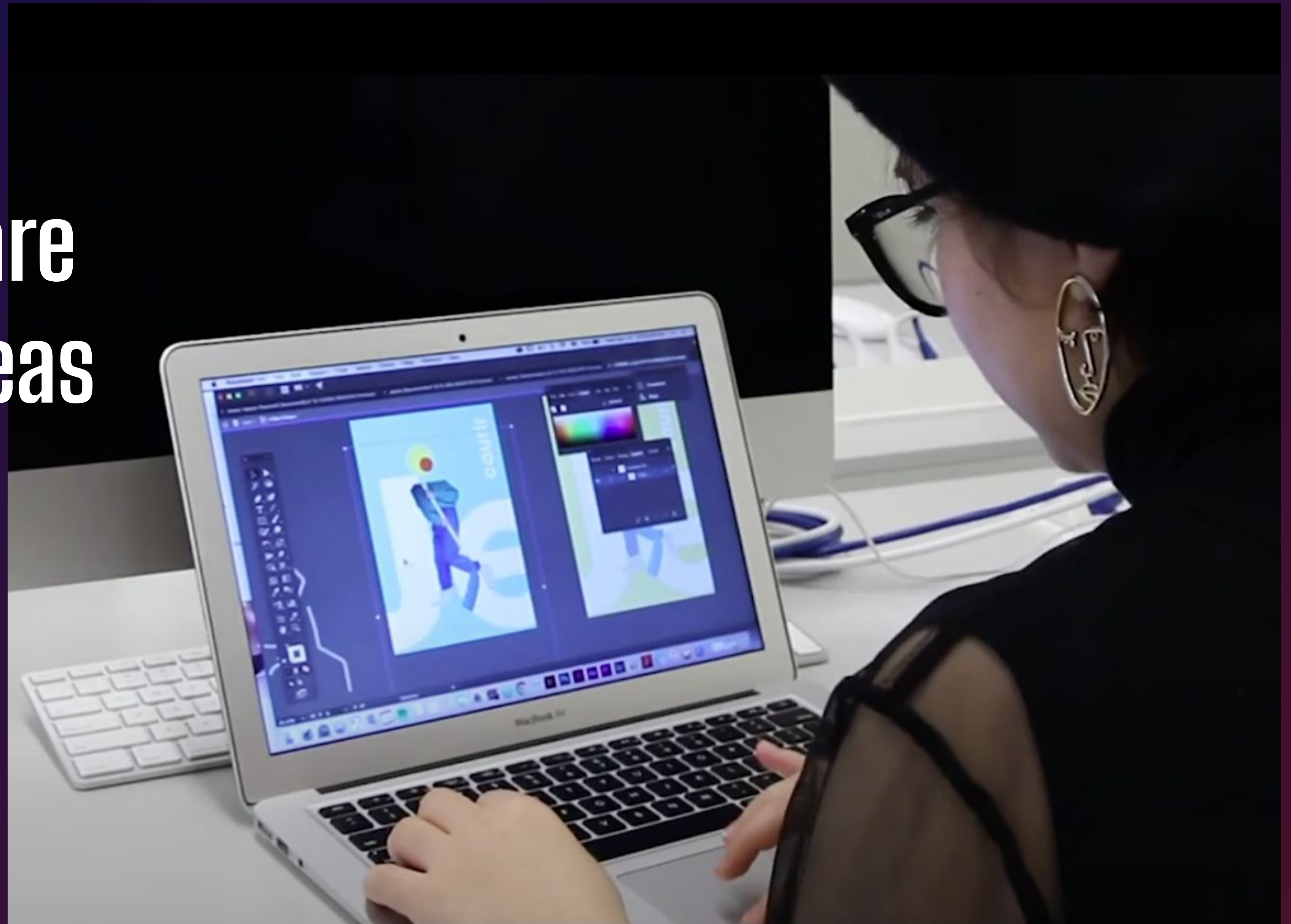
- Snow capped
- Blur
- Dramatic lighting
- Sound
- Beam
- Ruthless
- Live skin - Red highlights?
- Mountain
- Rear
- Lighting
- Ice - Cold
- Condensation
- Northern climate
- Ice - snow - Furs/leather
- Raids villages for ale
- Powerful
- Avalanche
- Snow surfin'
- Huge creature - 20+ feet
- Drinks a lot?
- Slow - stationary
- Impact
- Battles
- Blizzard
- Neutral Evil
- Large weapon - make pillaging settlements
- Heavy - strong
- Scars
- Blood
- Hunter
- Hunts mammoths?
- Matted fur
- Worn cloak
- Pride
- Trophies
- Game
- Animals
- Humanside
- Eats food raw



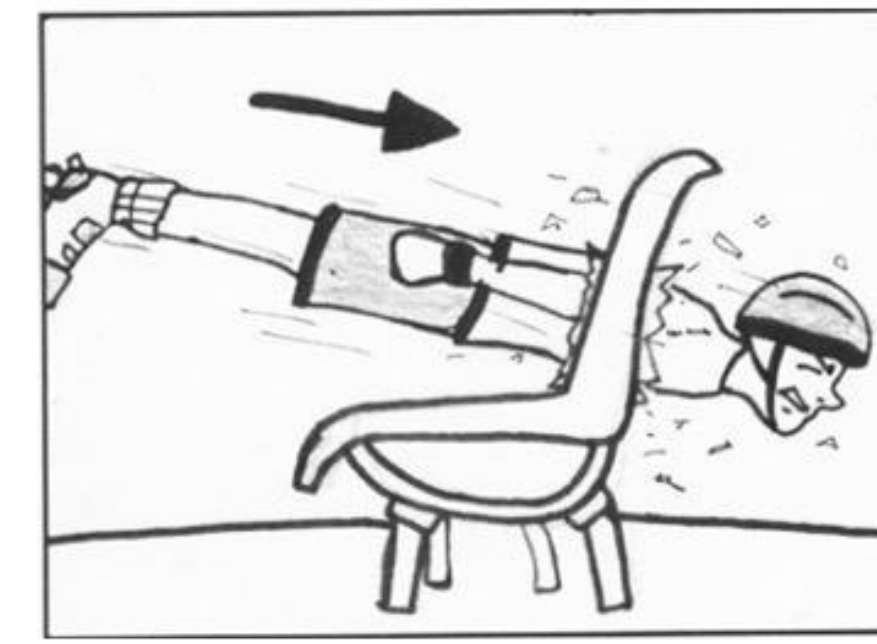
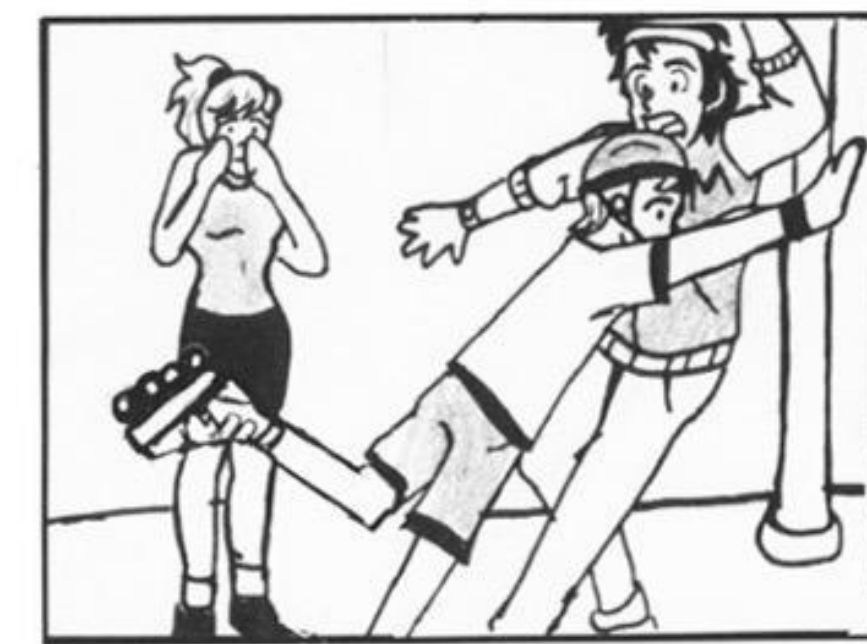
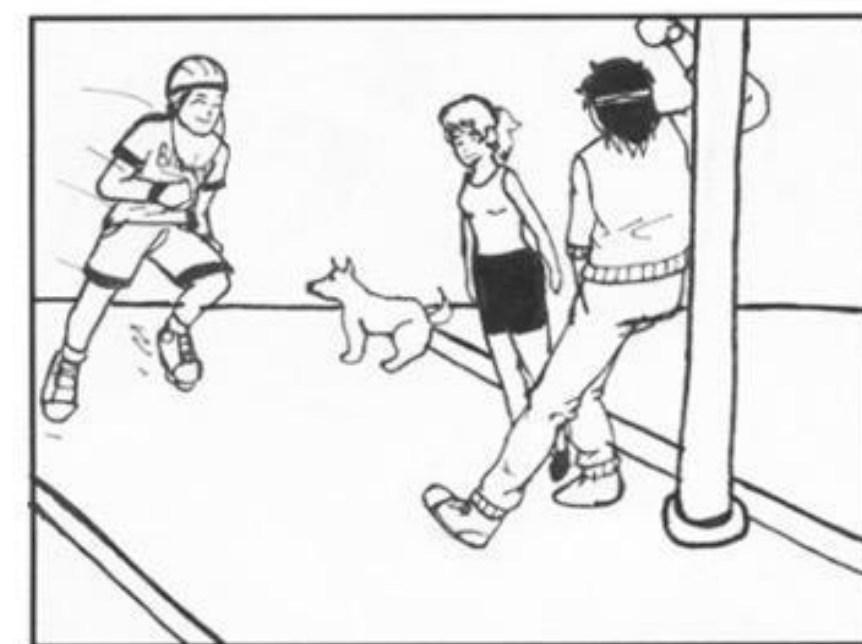
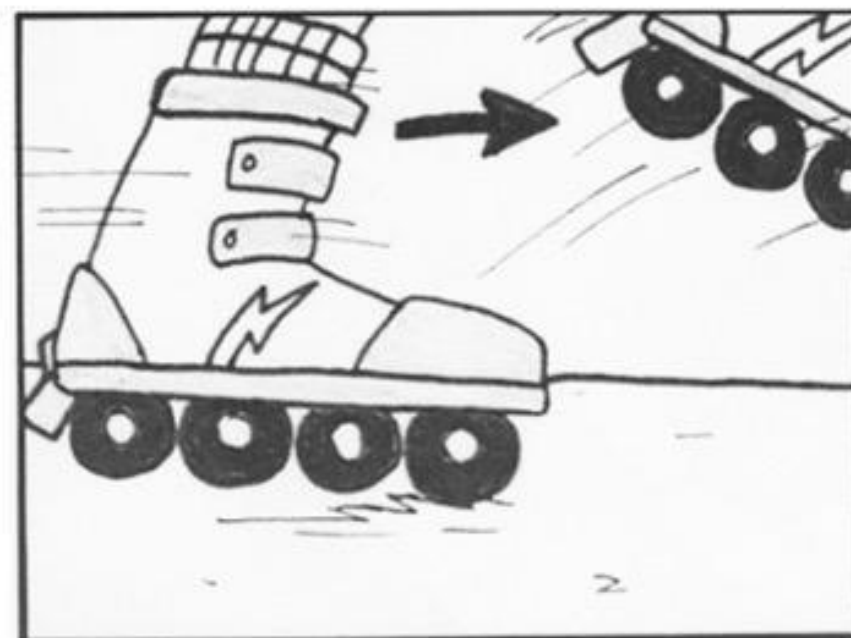
exploring type
and design



**using software
to express ideas**



learning to tell a story



SPECIAL
MAY
ASS



ING  NEW YORK CITY MARATHON

NO
PAIN
NO
GLO
RY



ING  NEW YORK CITY MARATHON

exploring the
power of
socially
engaged
design

Horace Maxwell



**creating work
you are truly
passionate
about**

Garnet Garcia – Lets GO!

ASAP

ACCELERATED STUDY IN ASSOCIATE PROGRAMS



STAY ON TRACK. GRADUATE ON TIME.

WHAT MAKES ASAP UNIQUE?

As an ASAP student, you will receive a variety of supports to help you succeed:

- A free unlimited MetroCard
- A textbook voucher
- A tuition gap waiver*
- A dedicated ASAP advisor
- Early registration options and consolidated schedules
- Classes with fellow ASAP students
- Career development and academic support services

*For students in receipt of financial aid



WE'VE GOT
YOUR BACK.



AND YOUR
BOOKS.



AND YOUR
METROCARD.



The City
University
of
New York



BRONX
COMMUNITY
COLLEGE



Bmcc
START HERE. GO ANYWHERE.



the city university
College of
Staten Island



Hostos
Community
College



KINGSBOROUGH
COMMUNITY COLLEGE



LaGuardia
Community College



MEDGAR
EVERS
COLLEGE



NEW YORK CITY
COLLEGE OF
TECHNOLOGY



QUEENSBOROUGH
COMMUNITY COLLEGE

ACE Program

Accelerate, Complete, Engage (ACE)

ACE at CityTech is a comprehensive program designed to help students complete their academic journey to the bachelor's degree on time. Modeled on our Accelerated Study in Associate Programs (ASAP) (<https://www.citytech.cuny.edu/asap>)



**WE'VE GOT
YOUR BACK.**



**AND YOUR
BOOKS.**



**AND YOUR
METROCARD.**



The City
University
of
New York



COMMUNITY



Who are we?

Student clubs



INK Club

Art + Design Club



CITY TECH is DIVERSE

- Background 35% born outside of U.S. (110 countries represented)
- 73% report language other than English spoken at home
 - 33% Hispanic
 - 30% Black (non-Hispanic)
 - 20% Asian
 - 11% White (non-Hispanic)
 - 1% Hawaiian/Pacific Islander
 - 1% Other
 - 5% Nonresident Residence

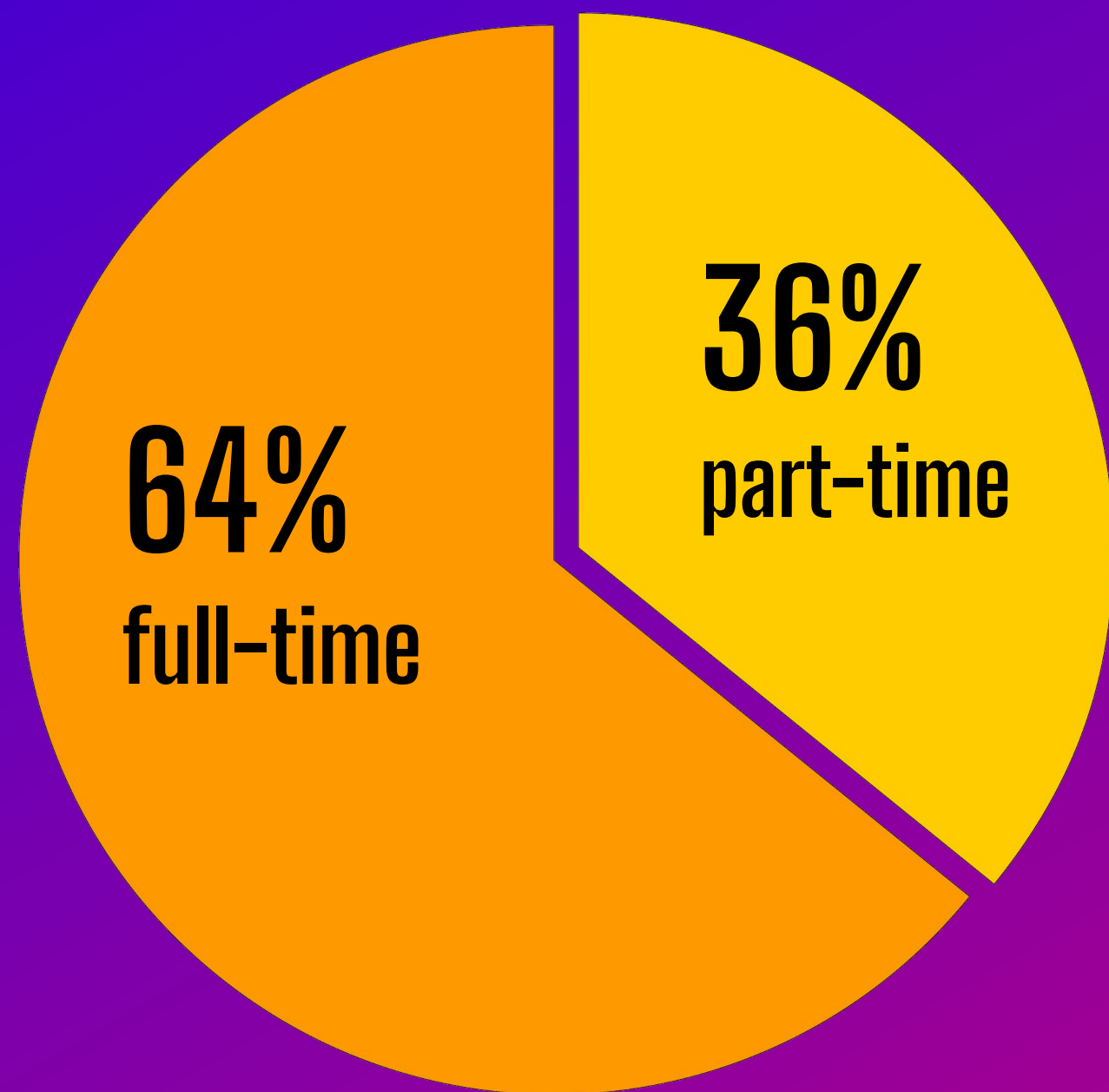
CITY TECH is

AFFORDABLE &
ACCOMMODATING

NYC Resident Tuition \$6,530 per year
Eligibility for NEW EXCELSIOR scholarship.

Enrollment

17,279



Enrollments have grown steadily and significantly in recent years, a 50% growth in 12 years.

Among those in degree programs:

Baccalaureate (52%)
Associate (48%)

50%

in the School of Technology & Design

CITY TECH is NEW YORK CITY

- 44% Brooklyn
- 26% Queens
- 8% Manhattan
- 12% Bronx
- 2% Staten Island
- 3% Other NY State
- 2% Other U.S.
- 3% International Students



CITY TECH is YOU

