NEW YORK CITY COLLEGE OF TECHNOLOGY

Communication Design
Main Office: N1112
https://openlab.citytech.cuny.edu/comd-advisement/

Who We Are

The Department of Communication Design is committed to increasing the variety of voices in professions that utilize creativity, technology and design. The foundation of our program is based on integrating fundamental theory and concepts with applied technology. We believe in building a culture that encourages creativity, collaboration and conceptual thinking. The department is uniquely positioned to provide a level playing field through a rigorous creative and technical education.

Associate in Applied Science in COMMUNICATION DESIGN

The AAS degree program in Communication Design provides students with a solid foundation in the theory and current practices of the Communication Design profession and a grounding in general education. Students explore visual expression through a range of courses in figure drawing, design and color, typography, photography and web design. The program prepares students to continue on to upper-level course work and specialization in the design field. Graduates have a broad knowledge of the design profession, a solid foundation in liberal arts and sciences and a well-rounded portfolio. They are prepared to assist art directors and designers in entry-level positions in Communication Design.

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New York City College of Technology is an accredited institutional member of the National Association of Schools of Art and Design. New York City, a leading center of communication design in the United States with over 2,000 advertising agencies, design studios, publishing and new media companies, offers graduates many possibilities for full-time or free-lance employment in the field. Many graduates have gone on to earn baccalaureate and graduate degrees in the fields of advertising design, graphic design, fine arts and art education.

Placement in the Associate Program

Placement in the associate in applied science program requires a high school diploma or GED. Students need not have majored in art in high school, but it is desirable that entering students have taken some prior courses in typography, layout, design and drawing or painting.

AAS Program Educational Outcomes

The objective of the Communication Design AAS degree is to give students the foundation to:

• Continue on to baccalaureate-level course work in communication design.

Program Learning Outcomes

• Think creatively to combine or synthesize existing ideas or images in original ways.

• Organize and interpret complex data.

• Research and evaluate information sources.

• Prepare and deliver oral communication that promotes knowledge and understanding.

• Value cultural diversity and demonstrate the capacity to collaborate

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Bachelor of Fine Arts in COMMUNICATION DESIGN

The BFA degree, building on the solid foundation in visual expression of the first two years, develops students' abilities to frame, research and solve increasingly complex visual communication problems. Students develop a professional portfolio that represents their talents and prepares them for employment upon graduation as art directors, graphic designers, illustrators and web designers. They are also qualified to apply for masters programs in related communication design fields. New York City College of Technology is an accredited institutional member of the National Association of Schools of Art and Design. In recent years, graduates of the program have been employed by a range of creative agencies, design firms, and organizations including BBDO, J. Walter Thompson Worldwide, Ogilvy, DDB,

Google, Patients & Purpose, GLOW Digital agency, Victoria's Secret, The Vyater Group, Mass Appeal Records, Ralph Lauren Advertising, The New York Times, New York Code + Design Academy, AT&T Entertainment Group – DIRECTV, JP Morgan Chase, New York Life Insurance Company and UNICEF USA.

Students take courses from three categories: Studio, Strategy, and Skills. In the required sequence of four Studio courses, students initiate and define the context for substantive projects. Selecting from an elective pool, each student takes three Strategy courses and four Skills courses. In Strategy courses, students research, plan, produce and consider dissemination of visual communications. In Skills courses, students create solutions to communication design problems using a particular medium. Students may either sample a range of the Communication Design field or specialize in one of the following areas: Advertising, Graphic Design, Illustration or Web Design.

Program Educational Outcomes

The objectives of the Communication Design Baccalaureate degree are to prepare students to:

• Function as designers in a professional context or pursue graduate level study in design.

• Create a portfolio that represents the student's conceptual and visual problem solving abilities.

Program Learning Outcomes:

Graduates will be able to:

• Think critically to evaluate evidence and the perspectives of others before accepting or formulating an opinion.

• Think creatively to combine or synthesize existing ideas or images in original ways.

• Organize and interpret complex data.

• Research and evaluate information sources.

• Write to express ideas clearly and concisely.

• Prepare and deliver oral communication that promotes knowledge and understanding.

• Identify, evaluate and effectively respond to ethical issues as a citizen and a professional.

• Solve problems by designing, evaluating, and implementing a strategy to answer an open-ended question.

• Value cultural diversity and demonstrate the capacity to collaborate.

• Grow and adapt, personally and professionally.

120 credits to earn a bachelor's degree. In addition, they must take all courses listed, even if the combined total credits is above 60 for the AAS or 120 for the BFA

Degrees Conferred
Communication Design/AAS
Communication Design/BFA

Chair Person
Douglas Davis, Associate Professor

Faculty and Staff
Professors: Robin Michals, Jenna Spevack
Associate Professors: MaryAnn Biehl, Lloyd Carr, Douglas Davis, Maria Giuliani, Genevieve Hitchings, John McVicker, Eli Neugeboren, Daniel Wong

Assistant Professors: George Garrestegui, Tanya Goetz, Josh Kapusinski, George Larkins, Sara Woolley

Chief CLT: Albert Sherman
Senior CLT: Luis Vasquez
CLT: Michael Cannetti

CUNY Office Assistants: Sharmaine Bernard Hill, Emerald Williams

Interesting/Important Facts

First NASAD Accredited Department Within CUNY

In the Fall of 2018, The Communication Design department at New York City College of Technology (City Tech) became the first within the CUNY system to offer a Bachelor of Fine Arts (B.F.A.) degree in Communication Design accredited by the National Association of Schools of Art and Design (NASAD).

The program is housed in the newly renovated Pearl Facility, a 12,200 sq. ft. space devoted to developing concepts, including labs for creating them and presentation spaces for showcasing finished work.

One alumnus of the Communication Design AAS program, Distinguished Professor and world-renowned graphic designer and typographer Tony Di Spigna, has donated his 50-year archive to the department's Grace Gallery in what will become its first permanent collection. Professor Di Spigna, who was a student in the program from 1962 to 1964, recalls the heritage of the department he graduated from and looks forward to what it will accomplish in the future: "The two-year program has done wonders for students and their professional careers. Now that it's a four-year B.F.A. program, imagine how much more it will do."

Grace Gallery

In addition to its permanent collection of Professor Di Spigna's work, the Grace Gallery on the 11th floor

showcases student work each semester, including the Senior Project show. In addition to student shows, the Gallery also exhibits professional work such as the *Women in Comics* Show held in 2017 and the *As, Not For* Show, a collection of work by African American graphic designers, held this past semester. In the past year, The Grace Gallery has also been utilized for pop-up exhibits of both student and faculty work on the themes of "Gun Violence" and "Freedom of Speech".

Art & Design Club, Ink Club and Moving Pixels Club

The department offers three clubs that allow students to network here at City Tech and also with professionals in the Tri-State area. The Art & Design Club hosts an on-campus speaker series called *Meet the Pros* that allows students to hear from distinguished designers. The Ink Club meets during club hours and also hosts a table at MOCCA, the New York area's largest independent comic, cartoon and animation festival.

The Moving Pixels club is the department's newest club and, under the direction of Prof. Kapusinski, it affords those students interested in shooting and editing videos to gain expertise filming City Tech's own stories.

Internships

As one of its key capstone courses, the department requires students to work 120 hours in the field in their area of interest. They keep a journal on the OpenLab about this experience. Our students have worked at many well-known firms and cultural institutions including Etsy, Infor, Nickelodeon, Major League Baseball, Children's Television Workshop, Kenneth Cole, the Whitney Museum, and the NYC Transit Museum. In the past two years, our students have also been selected for the very competitive internships, the Multicultural Advertising Intern Program run by the 4As Advertising Association and the Young Commodores Internship Program run by the Wunderman Thompson Agency (formerly J. Walter Thompson).

The Department has set up an Openlab Site to Coordinate its internship efforts at https://openlab.citytech.cuny.edu/groups/comd-communication-design-internship-coordination-site/.

Many COMD students with such internships have gone on to win industry accolades such as Emely Perez, whose work was recognized at the London International Award Show and the Cannes Lions International Festival of Creativity. This past year, Ameru Lulu, who interned with the One Club and is now an art director at Ogivly, was named to the Drum's *50 Under 30* list of emerging female talent to watch in advertising.

Spring Portfolio Reviews

The department selects the best portfolios of its graduating students and these students are invited to show their portfolios to industry professionals and the department's own faculty, both full-time and adjunct instructors at our Spring Portfolio Review. This Portfolio review is usually held at the offices of Adobe Graphics in Manhattan. This event allows our graduating students to receive important feedback on their professional work and, in more than a few cases, has led to job offers before graduation day.

COMD Adjuncts: Professionals Who Teach

Among the department's greatest assets are the over 85 instructors that teach here part-time while working as creatives during the day or in the evening, or both, if they are freelancers. These instructors hail from a variety of backgrounds from publishing to agencies to design studios. In addition to its full-time faculty, the department relies on these professionals to help our students stay abreast of current industry trends and broaden their professional networks. A few of our adjuncts have been speakers as part of Our *Meet the Pros Series*. We are also highlighting this Spring those adjuncts on our staff whose writing has been recognized in the industry.