
Communication and Information Design

Communication and Information Design (CID) deals with all aspects of communicating technical, business, and scientific information to both professional and general audiences. To meet the need for qualified professionals in this area, SUNYIT offers a program that leads to a Bachelor of Science (B.S.) degree in Communication and Information Design. The program stresses graphic design, new media, technical writing, editing, and oral communication skills. It provides practical, hands-on experience in such areas as digital photography, computer animation, video production, Internet publishing, applied writing and speaking, editing, graphic arts, and document and product design.

Graduates from this program have gone on to find employment in web design, technical writing and editing, communication management, computer documentation, public relations, graphics, journalism, and document design. Students may also go on to graduate study in information design, rhetoric and professional and technical communication.

Design Studios and Laboratories

SUNYIT has two 24-station digital design studios to support advanced writing, design and graphics courses. The studios include dual-boot (PC and Mac operating systems) Apple Macintosh computers with 24" displays and a full suite of software to support graphic design, digital photography, text layout and other information design projects. The studios are equipped with large-format and color printers for CID student projects.

Real World Experience

The program places emphasis on working with clients in "real-world" situations. In select core courses and internships, students contract for work with clients, work with them on thumbnails and sketches, and complete high-end deliverables. In capstone courses, students craft print and multi-media portfolios and try them out in mock interviews with professionals in their fields.

Students work under the direction of lead writers, documentation specialists or publication managers and while in the internship, students are exposed to the demands and constraints of the career in organizational settings.

In COM 495, students are required to initiate and complete a documentation project for a domestic or international client; students work through the entire development process and produce some documentation for mass distribution. Students are required to work on site for 50% of this course.

Additionally, in COM 499 students build an online and print portfolio of their work, which is later reviewed by the faculty and advisory board members in mock job interviews. This portfolio can then be used in job interviews.

To qualify for an internship, seniors must have an overall cumulative average of at least a 2.0, a 3.0 in the major, and apply through Career Services.



Degree Requirements

The general requirements for the B.S. degree in Communication and Information Design ensure that students have a basic knowledge of mathematics, science, behavioral/social science, computer science, and liberal arts. The required professional and technical communication courses provide students with communication skills as well as theoretical background. The career concentration gives students the expertise in a single field that an employer will expect.

In response to the growing trend toward new media and graphic design, the program recently added a number of courses in these areas.

To earn a Bachelor of Science (B.S.) degree in Communication and Information Design, a student must fulfill the following requirements (transfer credits usually fulfill half the degree requirements):

1. Satisfactory completion of at least 124 semester hours of college-level work distributed as follows:

A. General Education Requirements	31-44 credits
B. Program Requirements	44 credits
C. General Electives	<u>36-49 credits</u>
Total	124 credits
2. Satisfactory completion of at least 60 semester hours of upper division course work, at least 30 of which must be taken at SUNYIT.
3. Achievement of at least 2.00 cumulative quality point average in course work taken at SUNYIT, and a "C" or better in all Communication and Information Design Core courses.

I. GENERAL EDUCATION REQUIREMENTS (31-44)

Natural Science Coursework/Lab Science (4)
(BIO, CHE, PHY, ENV)

Science Elective (3-4)

Math (3-4)

Basic Communication (3-4)

Foreign Language (3-4)

Arts (ART, MUS) (3-4)

Humanities (ENG, HUM, PHI) (3-4)

Social Sciences (3-4)

(ANT, ECO, POS, PSY, SOC, STS)

HISTORY

American History (2-4)

Western Civilization (2-4)

Other World Civilization (2-4)

II. PROGRAM REQUIREMENTS

CORE COURSES (28)

COM 302	Presentational Speaking
COM 106/306	Report Writing/Technical Communication
COM 320	Information Design
COM 380	Communication Theory
COM ***	Professional Writing Elective
COM 495	Senior Practicum in Communication
COM 499	Portfolio and Professional Development

(*** Courses that fill this requirement currently include COM 206, 240, 311, 350, and 400. COM 308 and 305 do not meet this requirement.)

Career Track (16) Four courses from one of the following tracks: (Substitutions are permitted with permission of advisor.)

<i>Graphic Design</i>	<i>Professional Writing/Editing</i>	<i>New Media</i>
ART 210	COM 206	COM 240
COM 212	COM 310	COM 262
COM 213	COM 311	COM 316
COM 360	COM 353	COM 341
COM 414	COM 354	COM 342
COM 420	COM 350	COM 411
COM 460	COM 400	COM 420
COM 490	COM 410	COM 490
MKT 321	COM 415	PHI 350
PHI 310	COM 490	ENG 360
	PHI 310	

A "C" or better is required in all core classes and a 2.00 in the major as a whole.

III. GENERAL ELECTIVES (36-49)

Communication and Information Design Minor

See academic minor section.