
Bachelor of Science in

Communication and Information Design

The Communication and Information Design (CID) Bachelor of Science (B.S.) degree program deals with all aspects of planning, organizing, writing and designing of communication media. The program emphasizes new media digital tools such as website design and writing, video scripting and production, game design, digital photography, animation. The program studies how social media tools impact information preparation, organization, and delivery. Students develop a strong understanding of best practices and gain familiarity with techniques to analyze and evaluate the effectiveness of new media in getting a message across.

Graduates from the program find employment in social media strategy, web design, technical writing and editing, video production, instructional design technologies, training and teaching, communication management, computer documentation, public relations, graphics, journalism, and document design. Students may also go on to graduate study in information design (see below), graphic design, journalism, social media, computer interface design, and media studies.

Accelerated BS/MS Program in Communication and Information Design and Information Design and Technology

At any time prior to their senior year, CID students can apply to enter the new accelerated BS/MS program. The joint BS/MS program is a well-integrated program that permits students to complete both a bachelor's degree in Communication and Information Design, and a master's degree in Information Design and Technology in a reduced time frame with a reduced total number of total credits. Go to <http://cid.sunyit.edu> for admission requirements and for further details.

BS/MS Degree Requirements

Completion of the joint BS/MS program requires a minimum of 145 credit hours, including a minimum of 33 semester hours of graduate study. All specific requirements for both the BS and the MS degrees must be met. Students in the joint program may apply up to six credits of graduate coursework to both the undergraduate and graduate degrees simultaneously. The double-counted coursework will be chosen from the Core and Elective Courses in the graduate program, and up to 6 of these credits may be applied to the undergraduate track electives. The intent of this program option is to allow well-prepared students to finish both a bachelor's and master's degree in a reduced time frame. The graduate program is completely online, so students can choose to leave the area after completing the CID requirements and continue taking courses for the MS degree.

Design Studios and Laboratories

SUNYIT has two 24-station digital design studios to support advanced writing, design, animation and illustration courses. The studios include dual-boot (PC and Mac operating systems) Apple Macintosh computers with 27" displays and a full suite of software to support graphic design, digital photography, video, animation, photography, text layout and other information design projects. Software includes Adobe Creative Suite products, including Photoshop, Flash, InDesign, Illustrator, and Dreamweaver. In the fall of 2011 a media lab based around the needs of CID majors, became a cornerstone of the new Learning Commons in Cayan Library with eight Mac Pros with dual monitors loaded with Final Cut Pro and Adobe After Effects.

Real World Experience

The program emphasizes working with clients in professional situations. In select courses, students work with clients and complete quality deliverables. In capstone courses, students craft print and multi-media digital portfolios and present them in presentations and mock interviews with professionals in their fields. Students work under the direction of lead writers, documentation specialists or publication managers, and students are exposed to the demands and constraints of the career in organizational settings. In COM 495, students plan and complete a documentation project for a domestic or international client; students work through the entire development process and produce documentation for mass distribution. Additionally, in COM 499 students build an online and print portfolio of their work, which is later reviewed by the program's advisory board in mock job interviews and in end-of-semester presentations. This portfolio can then be used in job interviews. Past student portfolios can be viewed from <http://cid.sunyit.edu>.

Degree Requirements Overview

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):

- 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 36-49 credits**Total 124 credits**
- Satisfactory completion of at least 60 semester hours of upper division course work, at least 30 of which must be taken at SUNYIT.
- 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.

B.S. 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 communication, new media, and graphic design courses provide students with communication skills as well as a theoretical background. The career tracks give students the expertise in a single field or in multiple fields that employers expect. In response to the growing trend toward new media, social media, and graphic design, the program has added a number of courses in these areas.

I. General Education (31-44 credits)

Natural Science Coursework/Lab Science
 Science Elective
 Math
 Basic Communication
 Foreign Language
 Arts
 Humanities
 Social Sciences
 American History
 Western Civilization
 Other World Civilization

II. Program Requirements (28 credits)

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

*** COM 206, 240, 311, 350, or 400. COM 308 and 305 do not meet this requirement.

III. Career Track (16 credits)

Students can choose any four courses from ANY of the following tracks, in consultation with their adviser. Students can transfer up to four credits in this area.

Graphic Design

ART 210 Principles of 2D Design
 COM 212 Digital Photography and Imaging
 COM 213 Digital Animation
 COM 360 Product Design and Testing
 COM 414 Advanced Digital Graphic Design
 COM 416 Advanced Digital Animation
 COM 417 Visual Identity and Branding
 COM 420 Web Site Design
 COM 460 Advanced Web Site Design
 COM 490 Special Topics in Communications
 MKT 321 Advertising Management
 PHI 310 Technology and Ethics



Professional Writing/Editing

COM 206 Ethnographic Writing
 COM 310 Technical Editing
 COM 311 Public Relations Writing
 COM 350 Visual Thinking and Online Documentation
 COM 353 Newswriting
 COM 354 Newspaper Production
 COM 400 Computer Software Documentation
 COM 410 Communication Research Methods
 COM 415 Writing About Imagery
 COM 490 Special Topics in Communications
 PHI 310 Technology and Ethics

New Media

COM 213 Digital Animation
 COM 240 Writing for New Media
 COM 262 Online Politics
 COM 316 Media and Communication
 COM 341 Video and Communication
 COM 342 Field and Studio Video Production
 COM 411 Communicating on Computer Networks: Issues and Implications
 COM 416 Advanced Digital Animation
 COM 490 Special Topics in Communications
 PHI 350 Technology and Ethics
 ENG 360 Reading the Film

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

III. Electives (36-49 credits)

124 Total Credits