COMMUNICATION DESIGN (CMD)

CMD 104 Fundamentals of Communications Design (3 Credits)
Design
Introduction to processes, materials, methods required for creation and production of visual communications. Typography, image creation, communication, layout.
Prereq: DES 101 and 103; Coreq: DES 102
Shared Competencies: Communication Skills (https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/)

CMD 251 Intro Communication Design I (3 Credits)
Design
Survey of concepts, methods, techniques, and media used to solve graphic design problems.
Coreq: CMD 281
Shared Competencies: Critical and Creative Thinking (https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/)

CMD 252 Intro Communication Design II (3 Credits)
Design
Continuation of CMD 251. Emphasizes typography, layout, and three-dimensional design projects.
Prereq: CMD 251 and 281; Coreq: CMD 282
Shared Competencies: Critical and Creative Thinking (https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/)

CMD 270 Experience Credit (1-6 Credits)
Design
Participation in a discipline or subject related experience. Student must be evaluated by written or oral reports or an examination. Permission in advance with the consent of the department chairperson, instructor, and dean. Limited to those in good academic standing.
Repeatable

CMD 281 Design Methods (3 Credits)
Design
Introduces design principles and production techniques, emphasizing visual, manual, and intellectual skills for communication of ideas and their translation through traditional methods into print.
Coreq: CMD 251
Shared Competencies: Critical and Creative Thinking (https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/)

CMD 282 Design Skills & Processes (3 Credits)
Design
Introduces Macintosh technology and software programs as design and production tools for print media. Application of tools and software to create solutions to traditional visual communications' problems.
Prereq: CMD 251 and 281; Coreq: CMD 252
Shared Competencies: Communication Skills (https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/)

CMD 290 Independent Study (1-6 Credits)
Design
Exploration of a problem, or problems, in depth. Individual independent study upon a plan submitted by the student. Admission by consent of supervising instructor(s) and the department.
Repeatable

CMD 351 Problem Solving Strategies (3 Credits)
Design
Thinking, creativity, and communication theory as applied to design problem solving. Students encouraged to explore and develop their own personal style of thinking and overcome obstacles inhibiting creativity.
Prereq: CMD 252 and 282; Coreq: CMD 450
Shared Competencies: Critical and Creative Thinking (https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/); Communication Skills (https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/)

CMD 352 Design Project Management (3 Credits)
Design
Research, planning, development, and art direction of complex, multifaceted projects.
Prereq: CMD 351 and 450
Shared Competencies: Critical and Creative Thinking (https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/); Communication Skills (https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/)

CMD 400 Selected Topics (1-6 Credits)
Design
Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester.
Repeatable

CMD 450 Communication Design Problems (1-6 Credits)
Design
Individual instruction in various areas of editorial design. In mixed-level groups, students develop projects according to individual interests and abilities. Strategic planning based on research and marketing principles. CMD 450 students also develop writing and presentation skills.
Repeatable
Prereq: CMD 252 and 282
Shared Competencies: Critical and Creative Thinking (https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/); Communication Skills (https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/)

CMD 451 Design Research (3 Credits)
Design
Research as background for solving communication design problems. Exercises and projects simulate actual professional experiences.
Prereq: CMD 351 and 450

CMD 452 Portfolio & Practice (3 Credits)
Design
Career planning and portfolio preparation for the designer.
Prereq: CMD 351 and 450
Shared Competencies: Communication Skills (https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/)

CMD 470 Experience Credit (1-6 Credits)
Design
Participation in a discipline or subject related experience. Student must be evaluated by written or oral reports or an examination. Permission in advance with the consent of the department chairperson, instructor, and dean. Limited to those in good academic standing.
Repeatable

CMD 490 Independent Study (1-6 Credits)
Design
Exploration of a problem, or problems, in depth. Individual independent study upon a plan submitted by the student. Admission by consent of supervising instructor(s) and the department.
Repeatable

CMD 499 Honors Capstone Project (1-3 Credits)
Design
Completion of an Honors Capstone Project under the supervision of a faculty member.
Repeatable 3 times for 3 credits maximum

CMD 550 Communication Design Problems (1-6 Credits)
Design
Individual instruction in various areas of editorial design. In mixed-level groups, students develop projects according to individual interests and abilities. Strategic planning based on research and marketing principles. CMD 450 students also develop writing and presentation skills.
Repeatable