PROPOSED BACHELOR OF TECHNOLOGY (BTech) DEGREE PROGRAM in COMMUNICATION DESIGN

Visual Narrative and Animation Module (EXAMPLE MODULE)

Visual Narrative and Animation Module Overview

After completing two years of Foundation Courses, with a Visual Narrative Concentration, students may choose the Visual Narrative Module. This module prepares students for employment in a wide range of graphic and animated narrative careers, including: animator, graphic novelist, story artist, character designer, and illustrator. The skills covered prepare students to collaborate with writers, publishers, engineers and developers in the production of independent and commercial narrative projects. The Visual Narrative Module emphasizes both writing and drawing skills, as well as development and delivery methods in traditional and emerging media.

The following Core Studio courses (I-IV) are junior and senior level studio classes that focus on process and conceptual narrative development.

Visual Narrative and Animation Core Studio I

This course is taken in the first semester of the Junior year. Course work focuses on visual narrative process including storytelling, visual problem-solving, character design, sign/symbol/metaphor, image and text relationships, and the application of various pictorial strategies.

Visual Narrative and Animation Core Studio II

This course is taken in the second semester of the Junior year. A continuation of Core Studio I, the course work focuses visual narrative process including storytelling, character design, communication theory, gesture, expression, movement, and the relationship between character and environment.

Visual Narrative and Animation Core Studio III

This course is taken in the first semester of the Senior year. A large portion of the course involves project research and visual narrative development for the senior thesis project. Specific concepts include idea generation, time and motion, sequence and seriality, rhythm, pace, metamorphosis and transition, and sequential and non-linear narrative.

Visual Narrative and Animation Core Studio IV

This course is taken in the second semester of the Senior year. A continuation of Core Studio III, the course involves six hours of independent study each week toward the competition of the senior thesis project. Specific concepts include project management, portfolio development, and creative collaboration.

Technical Studio Electives

A series of technical studio electives provide the students with hands-on training in current applications and technical skills. Specific skills are required for each Core Studio. Some courses must be taken as pre or co-requisites.

(EXAMPLE COURSE SCHEDULE BY SEMESTER/YEAR)

C. Visual Narrative and Animation Module

Course Number	Course Name	Class Hrs.	Lab Hrs.	Credits	Faculty Interest
FALL SEMESTER FRESHMAN YEAR					
AD 1000-ADV 1100	Foundations Core Studio I	1	5	4	
AD 1130-ADV 1130	Drawing I	1	3	2	
AD 1217-ADV 1217	Typographic Design I	1	3	2	
GA 1120-GRA 1120	Digital and Studio Procedures	1	3	2	
EG1010-ENG1010	English Composition I	3	0	3	
SPRING SEMESTER FRESHMAN YEAR					
AD 2000-ADV 1200	Foundations Core Studio II	1	5	4	
AD 1213-ADV 1213	Drawing II	1	3	2	
AD 1260-ADV 1260	Digital Imaging	1	3	2	
AD 2200-ADV 2220	Painting & Composition	1	3	2	
COMM	EG 121-English Composition	3	0	3	
HU3110	The History of Graphic Design	3	0	3	
FALL SEMESTER SOPHOMORE YEAR					
AD 2300-ADV 2300	Foundations Core Studio III	1	5	4	
AD 2317-ADV 2317	Typographic Design II	1	3	2	
AD 3131-ADV 2313	Illustration (Visual Narrative Skills I)	1	3	2	**Jenna**
MATH 180	Mathematical Concepts & Applications	4	0	4	
BS	PS 101-Introduction to Psychology	3	0	3	

SPRING SEMESTER SOPHOMORE YEAR					
AD 2400-ADV 2400	Foundations Core Studio IV	1	5	4	
AD 2330-ADV 2330	Digital Photography	1	3	2	
AD 2460-ADV 2460	Vector Art	1	3	2	
AD 4131-ADV 2413	Illustration (Visual Narrative Skills II)	1	3	2	**Jenna**
AD xxxxx-ADV	Intro to Video Production	1	3	2	
SCI A	Laboratory Science	3	2	4	
	AAS Subtotal			60	
FALL SEMESTER JUNIOR YEAR					
AD 7000-ADV 3700	Visual Narrative Core Studio I	1	5	4	**Jenna**
ADV 3XXX	Illustration and Storyboarding I	1	3	2	**Jenna**
AD 5400-ADV 3540	2-D Animation (traditional)	1	3	2	**Jenna**
COMM	TS 300 Series	3	0	3	
PAL	Literature	3	0	3	
SPRING SEMESTER JUNIOR YEAR					
AD 8000-ADV 3800	Visual Narrative Core Studio II	1	5	4	**Jenna**
ADV 4XXX	Illustration and Storyboarding II	1	3	2	**Jenna**
ADV 4xxx	2-D Animation (digital)	1	3	2	**Jenna**
HU	Art History	3	0	3	
BS	Psychology of Visual Perception	3	0	3	
FALL SEMESTER SENIOR YEAR					
AD 8300-ADV 4830	Visual Narrative Core Studio III	1	5	4	**Jenna**
AD 6400-ADV 3640	3-D Animation & Modeling I	1	3	2	
AD 5300-ADV 3530	Advanced Photography Studio *(elective)*	1	3	2	
SC B (BY, CH, SC)	Laboratory Science with lab	3	2	4	
SS	Social Science	3	0	3	
SPRING SEMESTER SENIOR YEAR					
AD 8400-ADV 4840	Visual Narrative Core Studio IV	1	5	4	**Jenna**
AD 7400-ADV 4740	3-D Animation & Modeling II	1	3	2	
GA 5320-GRA 3532	Print Production for Designers *(elective)*	1	3	2	
EG 5710-ENG 3571	Copywriting for New Media (scriptwriting?)	3	0	3	
MA 2800-MAT 3280	Quantitative Mathematics	4	0	4	
SUMMER SESSION					
AD 9000-ADV 4900	Advertising Design Internship	2	120 Field Hrs.	3	
	BTECH Subtotal			61	
TOTAL CREDITS REQUIRED FOR THE DEGREE				121	

NOTES:	Author
Each semester (for 4 years) students take one 4-credit intensive Core Studio class. This class prepares students with conceptual, process and project development skills. Additional 2-credit technical workshops and General Education classes supplement the Core Studios. Full-time professors teach the Core Studio classes and adjunct professors teach the workshops. Students will be required to take one Core Studio class each semester. This gives students a stable relationship with their instructors and fosters a better sense of community, because students will be with the same peers and group of professors year after year. This type of curriculum arrangement also makes curriculum modification much easier. The workshops will change as the software or technical skills evolve, but the Core Studio classes are flexible and change depending on the conceptual project skills assigned by the professors in charge of a specific module.	Jenna
Student numbers need to be figured out. I think the Core studio classes could have fewer than 18 students.	Jenna