Communication Arts & Design

Bachelor of Arts or Bachelor of Science

As our world changes, so do our modes of communication. Lees-McRae College prepares students to be diverse. Our communication arts and design program is based upon the concept of convergence. It offers students a unique combination of theory, creativity, practical skill and technological expertise. These elements are blended into a unified curriculum that is broad while maintaining a depth of focus on major communication fields. With this they build on a foundation of knowledge and practical experience.

All communication arts and design majors are required to take a variety of courses in various media to obtain versatility in their chosen field. Each student will be provided with a strong foundation. From there students can choose between three distinct specializations to further refine skills within their chosen area of interest.

The communication arts and design program prepares students for future careers by offering a challenging classroom environment with one-on-one instruction that adapts to our ever-changing world.

We offer:

- A strong student faculty relationship
- An environment that encourages exploration and experimentation
- Experience for students to create, construct, produce and invent creative ways of communication
- Practical experience outside the classroom through Internship opportunities
- Current software, applications and equipment to keep our students competitive

Our goal is to inform, educate and motivate students to reach their artistic potential. The communication arts and design program provides an opportunity for students to achieve the knowledge and skills needed to be successful in their chosen career.

Communication Arts & Design Requirements:

- General Education Requirements
- Bachelor of Arts or Bachelor of Science Requirements
- Major Requirements
- Specialization (required)
- Electives

Total Credit Hours | 120

General Education Requirements

See details in the General Education section of the catalog.

Bachelor of Arts Requirements

Proficiency in a foreign language, demonstrated through:

- Graduation from a high school where all instruction was conducted in a language other than English;
- Passing a CLEP or other designated examination at the intermediate level;
- Completion of one of the College's language sequences through the intermediate level (non-Spanish). Intermediate level proficiency (for students enrolled in Spanish) will be demonstrated by the successful completion of SPA 211 or a higher level 3-hour SPA course.

OR

Bachelor of Science Requirements

6-8 additional hours in math or science, not duplicating coursework, taken from:

Prefix	Course Number
BIO	101, 102, 105, 114, 115, 121, 122
CHM	101, 111
MAT	111, 112, 116, 117, 215, 220, 227
PHY	101, 111, 112
SCI	211

Major Requirements | 21 Credit Hours

Class Name	Credit Hours
COM 111 Communication Art & Design Theory	3 credit hours
ART 121 Foundations of Design	3 credit hours
ART 141 Foundations of Drawing and Design	3 credit hours
COM 110 Digital Imaging	3 credit hours
Internship (ART 471, COM 471 or BUS 471)	3 credit hours
Pre-Senior Omega Course (COM 451)	3 credit hours
Senior Omega Course (ART 499, COM 499 or BUS 499)	3 credit hours

Specializations

Specialization	Required Credit Hours
Communication Arts	36
Creative Marketing	36
Studio Arts	36

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Minor

The communication arts and design minor requires 18 credit hours beyond general education and degree requirements. Students will choose areas of interest in consultation with their advisor. For more information contact the coordinator for the communication arts and design program.

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Specialization in Communication Arts

The communication arts specialization is based upon versatility and convergence. A student specializing in this area will learn a variety of skills and techniques that will assist them in choosing an area of focus while also gaining knowledge about other aspects of the field. This track is designed for a student who is interested in studying digital design, web design, journalism, graphic design, digital photography, and video.

Required Courses | 36 Credit Hours

Class Name	Credit Hours
ART 151 Photography	3 credit hours
COM 310 Intermediate Digital Design	3 credit hours
COM 320 Web Design	3 credit hours
ART 441 Advanced Graphic Design	3 credit hours
ENG 213 Technical Writing	3 credit hours
HUM 231 Advanced Research and Composition	3 credit hours
ENG 421 Journalism	3 credit hours
COM 311 Video Production	3 credit hours
Choice of 2 courses (6 hours) from options below	
ART 241 Art and Society	3 credit hours
ART 135 Renaissance through Impressionism	3 credit hours
ART 335 Contemporary Art History	3 credit hours
ART 235 Women Artists	3 credit hours
ART 231 Art and Craft Design	3 credit hours
COM 265 Introduction to Film Studies	3 credit hours
Choice of 2 course (6 hours) from options below	
ART 301 Appalachian Photography	3 credit hours
ART 331 Mixed Media	3 credit hours
ART 388 Special Topics/Independent Study	2–4 credit hours
ART 431 Art on Paper	3 credit hours
ART 441 Advanced Graphic Design	3 credit hours
ART 461 Advanced Studio Design	3 credit hours
ART 488 Special Topics/Independent Study	2–4 credit hours
COM 410 Advanced Web Design	3 credit hours
COM 412 Advanced Video Production	3 credit hours

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Specialization in Creative Marketing

The creative marketing specialization combines communication arts and business into one, making it unique and one of the most innovative. This is designed for the student who is interested in business but also has a creative side. We have included courses ranging from photography and graphic design to e-marketing and consumer behavior. Students have the choice to focus in on areas of interest while also gaining knowledge on other aspects of their field. Career possibilities associated with this specialization are almost limitless giving a bridge to multiple possibilities where advertising and business converge.

Required Courses | 36 Credit Hours

Class Name	Credit Hours
Choice of 3 courses (9 hours) from options below	
ART 151 Photography	3 credit hours
ART 211 Sketchbooks: Research, Composition, and Creation	3 credit hours
ART 221 Intermediate Drawing and Design	3 credit hours
ART 261 Intermediate Painting	3 credit hours
ART 288 Special Topics/Independent Study	2–4 credit hours
ART 301 Appalachian Photography	3 credit hours
ART 331 Mixed Media	3 credit hours
ART 388 Special Topics/Independent Study	2–4 credit hours
ART 431 Art on Paper	3 credit hours
ART 441 Advanced Graphic Design	3 credit hours
ART 461 Advanced Studio Design	3 credit hours
ART 488 Special Topics/Independent Study	2–4 credit hours
COM 310 Intermediate Digital Design	3 credit hours
COM 311 Video Production	3 credit hours
COM 320 Web Design	3 credit hours
COM 410 Advanced Web Design	3 credit hours
COM 412 Advanced Video Production	3 credit hours
Choice of 1 course (3 hours) from options below	
ART 241 Art and Society	3 credit hours
ART 135 Renaissance through Impressionism	3 credit hours
ART 335 Contemporary Art History	3 credit hours
ART 235 Women Artists	3 credit hours
ART 231 Art and Craft Design	3 credit hours
COM 265 Introduction to Film Studies	3 credit hours
Business Required Courses (24 hours)	
BUS 101 Introduction to Business	3 credit hours
BUS 299 Business Communications	3 credit hours

BUS 301 Principles of Marketing	3 credit hours
BUS 303 Social Media Marketing	3 credit hours
BUS 304 Integrated Marketing Communication	3 credit hours
BUS 306 Professional Selling and Sales Management	3 credit hours
BUS 404 Consumer Behavior	3 credit hours
BUS Elective	3 credit hours

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Specialization in Studio Arts

The studio arts specialization combines traditional studio techniques with new media, where the past meets the future. A career in art comes in many disguises and formats; the key is to have strong foundational knowledge with skill and versatility in your chosen craft. A student specializing in this area will learn a variety of skills and techniques ranging from drawing to digital design. This specialization is designed for the student who is interested in fine or visual arts.

Required Courses | 36 Credit Hours

Class Name	Credit Hours
ART 211 Sketchbook: Research, Composition, and Creation	3 credit hours
Choice of 1 course (3 hours) from options below	
ART 161 Foundations of Painting	3 credit hours
ART 151 Photography	3 credit hours
Choice of 3 courses (9 hours) from options below	
ART 241 Art and Society	3 credit hours
ART 135 Renaissance through Impressionism	3 credit hours
ART 335 Contemporary Art History	3 credit hours
ART 235 Women Artists	3 credit hours
ART 231 Art and Craft Design	3 credit hours
COM 265 Introduction to Film Studies	3 credit hours
Choice of 4 courses (12 hours) from options below	
ART 251 Printmaking	3 credit hours
ART 221 Intermediate Drawing and Design	3 credit hours
ART 261 Intermediate Painting	3 credit hours
ART 288 Special Topics/Independent Study	2-4 credit hours
ART 301 Appalachian Photography	3 credit hours
COM 310 Intermediate Digital Design	3 credit hours
Choice of 3 courses (9 hours) from options below	
ART 441 Advanced Graphic Design	3 credit hours
ART 331 Mixed Media	3 credit hours
COM 320 Web Design	3 credit hours
ART 388 Special Topics/Independent Study	2-4 credit hours
ART 461 Advanced Studio Design	3 credit hours
ART 431 Art on Paper	3 credit hours
ART 488 Special Topics	2-4 credit hours