

CCV Design and Media Studies A.A. to UVM Public Communication B.S. Pathway
College of Agriculture and Life Sciences (CALs)
Catalogue Year: 2020-2021

CCV Degree Program - Design and Media Studies	UVM Degree Program - Public Communication
Gen Ed - First Semester Seminar INT 1050 - Dimensions	HUMN 0XX - Humanities and Fine Arts
Gen Ed - Technological Literacy ART 1210 - Adobe Creative Cloud	Elective
Gen Ed - Communication COM 1180 - Storytelling through Media	Elective (transfers as CDAE 0XX)
Gen Ed - English Composition ENG 1061 - English Composition	ENGS 001 - (FW): Written Expression
Gen Ed - Mathematics <i>Choose:</i> MAT 1230 - College Algebra MAT 2021 - Statistics <i>Note: student must take both courses for UVM degree</i>	MATH 009 - (QR): College Algebra STAT 111 - (QR): Elements of Statistics
Gen Ed - Research and Writing Intensive <i>Choose:</i> ENG 2145 - Writing for Multimedia	CDAE 121 - News Writing Across Media
Gen Ed - Scientific Method	Physical and Life Science (please refer to the UVM Transfer Guide)
Gen Ed - Human Expression COM 1045 - Introduction to Visual Communication	CDAE 015 - Visual Communication
Gen Ed - Human Behavior <i>Choose:</i> POS 1020 - American Politics and Government	POLS 021 - American Political System
Gen Ed - Global Perspectives and Sustainability	Social Sciences, Humanities and Fine Arts, or Physical and Life Sciences (please refer to the UVM Transfer Guide)

CCV Design and Media Studies A.A. to UVM Public Communication B.S. Pathway
College of Agriculture and Life Sciences (CALC)
Catalogue Year: 2020-2021

CCV Degree Program - Design and Media Studies	UVM Degree Program - Public Communication
Gen Ed HUM 2010 - Seminar in Educational Inquiry	HUMN 0XX - Humanities and Fine Arts
<i>Choose:</i> ART 1011 - Drawing I ART 1060 - Two-Dimensional Design	HUMN 0XX - Humanities and Fine Arts
ART 1310 - Digital Photography ART 2170 - Portfolio and Project Development Choose Multimedia Communications focus area: COM 1070 - Social Media and Communication BUS 1135 - Introduction to Digital Marketing CIS 1151 - Website Development	(6 credits of these courses will count toward the 12 credits of Additional Required Courses. See UVM Catalogue. Remaining 9 credits count as electives.)
9 credits of electives	Electives (may count toward additional concentration requirements)
Total CCV credits: 60	

UVM COURSE REQUIREMENTS

UVM Course	Number of Credit Hours
CALS 085 - Computer Applications	3
CALS 183 - Communication Methods	3
CDAE 002 - (SU, D2): World Food, Population, and Development	3
CDAE 018 - Communication Design I	3
CDAE 024 - Fundamentals of Public Communication	3
CDAE 061 - Principles of Community Economic Development	3
CDAE 102 - (SU): Sustainable Community Development	3
CDAE 124 - Public Communication Media	3
CDAE 127 - Consumers, Markets, and Public Policy	3
CDAE 250 - Applied Research Methods	4
Diversity 1 course	3
Statistics or Mathematics (if not taken at CCV)	3-4
Physical and Life Science	3-4

OPTION #1: COMMUNICATION DESIGN CONCENTRATION

UVM Course	Number of Credit Hours
<i>Required Courses for Concentration</i>	
CDAE 016 - Digital Illustration	3
CDAE 118 - Visual Presentation Techniques	3
CDAE 231 - Applied Computer Graphics or CDAE 111 - Design: Narrative Media and Video	3
CDAE 224 - Public Communication Capstone	3

OPTION #1: COMMUNICATION DESIGN CONCENTRATION**UVM Course****Number of Credit Hours**

*Additional Required Courses: (12 credits from the list below)
Choose only 6 credits (see above)*

CDAE 001 - Drafting and Design in SketchUp

3

CDAE 101 - Drafting and Design in SketchUp II

3

CDAE 112 - Social Media: Theory 2 Practice

3

CDAE 114 - Documentary Film for Social Change

3

CDAE 123 - Media-Policy-Action

3

CDAE 129 - Communication Law

3

CDAE 145 - Propaganda, Media, and Citizen Responsibility

3

CDAE 164 - Design and Cultural Entrepreneurship

3

CDAE 178 - Socially Responsible Marketing

3

CDAE 195 - Special Topics (when the topic is Documentary
Film for Social Change)

3

CDAE 195 - Special Topics (when the topic is Motion Graphics)

3

CDAE 195 - Special Topics (when the topic is Information
Graphics and Data Visualization)

3

CDAE 195 - Special Topics (when the topic is Publication
Design)

3

ARTS 144 - Digital Art

3

ARTS 145 - Graphic Design

3

CS 008 - (QR): Introduction to Website Development (if not
taken at CCV)

3

CS 142 - (QR): Advanced Web Design

3

*Elective courses at CCV *may* apply to elective courses,
depending on the course and the concentration chosen.

**Total Public Communication major with Communication
Design concentration****60**

OPTION #2: COMMUNITY MEDIA AND JOURNALISM CONCENTRATION

UVM Course	Number of Credit Hours
<i>Required Courses for Concentration</i>	
CDAE 123 - Media-Policy-Action or CDAE 145 - Propaganda, Media, and Citizen Responsibility	3
CDAE 129 - Communication Law	3
CDAE 112 - Social Media: Theory 2 Practice or CDAE 113 - Citizen Journalism: Digital Age	3
CDAE 224 - Public Communication Capstone	3
<i>Additional Required Courses: (12 credits from the list below) Choose only 6 credits (see above)</i>	
CDAE 001 - Drafting and Design in SketchUp	3
CDAE 101 - Drafting and Design in SketchUp II	3
CDAE 111 - Design: Narrative Media and Video	3
CDAE 114 - Documentary Film for Social Change	3
CDAE 118 - Visual Presentation Techniques	3
CDAE 119 - Event Planning for Athletics	3
CDAE 174 - Global Media and International Development	3
CDAE 195 - Special Topics (when the topic is Motion Graphics)	3
CDAE 195 - Special Topics (when the topic is Podcasting and Community)	3
CDAE 195 - Special Topics (when the topic is Information Graphics and Data Visualization)	3
CDAE 195 - Special Topics (when the topic is Publication Design)	3
CDAE 251 - Contemporary Policy Issues: Community Development	3
CS 008 - (QR): Introduction to Website Development (if not taken at CCV)	3

OPTION #2: COMMUNITY MEDIA AND JOURNALISM CONCENTRATION

UVM Course	Number of Credit Hours
CS 142 - (QR): Advanced Web Design	3
Total Public Communication major with Community Media and Journalism concentration	60

OPTION #3: STRATEGIC COMMUNICATION CONCENTRATION

UVM Course	Number of Credit Hours
<i>Required Courses for Concentration</i>	
CDAE 128 - Strategic Communication (could be taken at CCV: BUS 1230)	3
CDAE 129 - Communication Law	3
CDAE 168 - (SU): Marketing: Community Entrepreneurs or CDAE 178 - Socially Responsible Marketing	3
CDAE 224 - Public Communication Capstone	3
<i>Additional Required Courses: (12 credits from the list below) Choose only 6 credits (see above)</i>	
CDAE 119 - Event Planning for Athletics	3
CDAE 123 - Media-Policy-Action	3
CDAE 145 - Propaganda, Media, and Citizen Responsibility	3
CDAE 157 - Consumer Law and Policy	3
CDAE 159 - Consumer Assistance Program	3
CDAE 166 - Introduction to Community Entrepreneurship (could be taken at CCV: BUS 2210)	3
CDAE 195 - Special Topics (when the topic is Persuasion for Public Communication)	3

OPTION #3: STRATEGIC COMMUNICATION CONCENTRATION

UVM Course	Number of Credit Hours
CDAE 195 - Special Topics (when the topic is Event Planning for Mission Driven Organizations)	3
CDAE 195 - Special Topics (when the topic is Crisis Communication)	3
CDAE 195 - Special Topics (when the topic is Social Media Theory to Professional Practice)	3
CDAE 195 - Special Topics (when the topic is Science Communication)	3
CDAE 251 - Contemporary Policy Issues: Community Development	3
PA 206 - Introduction to Contemporary Public Affairs	3
POLS 137 - Politics and the Media	3
SOC 043 - Survey of Mass Communications	3
SPCH 031 - Argument and Advocacy or SPCH 072 - Citizen Advocacy and Debate	3
Total Public Communication major with Communication Design concentration	60