City Tech Offers First Accredited BFA Degree In Communication Design At CUNY

Brooklyn, NY–October 11, 2018–The Communication Design department at New York City College of Technology (City Tech) has become the first within the CUNY system to offer a Bachelor of Fine Arts (B.F.A.) degree in Communication Design accredited by the National Association of Schools of Art and Design (NASAD).

This new design program at the foot of the Brooklyn Bridge integrates fundamental theory and concepts with applied technology, helping students keep pace with an ever-changing industry.

Offering five concentrations – Advertising, Graphic Design, Web Design, Illustration and Motion Graphics – as well as providing a professional agency-like environment and assignments mirroring real-world client projects, the program ensures that all of its graduates are ready to enter the creative workforce.

Professor Josh Kapusinski highlights the value of the program's new curriculum: "Our motion media courses give students a complete skill set, and being the first four-year accredited design program within CUNY immediately sets us apart."

The program will be housed in the newly renovated Pearl Facility, a 12,200 sq. ft. space devoted to developing concepts, including labs for creating them and presentation spaces for showcasing finished work. The department's Pearl Facility will be officially unveiled at a ribbon cutting ceremony on October 18, 2018, during which it will welcome its alumni and the industry professionals who employ them.

One such alumnus, Distinguished Professor and world-renowned graphic designer and typographer Tony Di Spigna, has donated his 50-year archive to the department's Grace Gallery in what will become its first permanent collection. Professor Di Spigna, who was a student in the program from 1962 to 1964, recalls the heritage of the department he graduated from and looks forward to what it will accomplish in the future: "The two-year program has done wonders for students and their professional careers. Now that it's a four-year B.F.A. program, imagine how much more it will do."

As City Tech's Communication Design department continues to level the playing field between public and private design school options in New York City, its new B.F.A. degree in Communication Design reinforces City Tech's reputation as an incubator for creative talent.

For more information about the Communication Design B.F.A. program, please contact Sharmaine Bernard in the Communication Design department at SBernard@citytech,cuny.edu or 718-260-5175; or Emerald Williams at EWilliams@citytech.cuny.edu to schedule an appointment with department chair Douglas Davis.

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About City Tech's Department of Communication Design (COMD) Founded in 1946, City Tech's department of Communication Design has prepared students for creative careers in advertising, graphic design and communications media for nearly 70 years. The department is committed to increasing diversity in professions utilizing creativity, technology and design by providing students of all backgrounds with a public path to careers with traditionally high barriers of entry. Its curriculum integrates fundamental theory and concepts with applied technology, while building a culture that encourages creativity, collaboration and conceptual thinking.

About City Tech (New York City College of Technology) City Tech, of The City University of New York, is the largest four-year public college of technology in the Northeast and a national model for technological education. City Tech has an enrollment of more than 17,000 students in 29 baccalaureate and 27 associate degree programs and was recently ranked ninth among more than 2,000 U.S. institutions in overall economic mobility for its students (www.equality-of-opportunity.org). For more information, visit www.citytech.cuny.edu. The College is committed to a policy of equal employment and equal access in its educational programs and activities and to non-discrimination in accordance with federal, state and city laws. For questions or concerns on non-discrimination, please contact the College's Chief Diversity Officer; for those regarding sex discrimination and sexual misconduct, please contact the College's Title IX Coordinator or the Office of Civil Rights of the United States.

Photo: Pearl Facility

Photo credit: Douglas Davis