

QTR	A	B	C	D	E: Liberal Arts & Sciences
1	<p><b>GD101</b> <b>Drawing and Perspective</b></p> <p>In this foundational drawing course, students gain experience with select media and techniques, learn to use a variety of drawing tools, draw 3-D objects in one-, two-, and three-point perspective, and generate drawings that explore creative approaches to visual thinking.</p>	<p><b>GD102</b> <b>Fundamentals of Design</b></p> <p>This course involves a presentation of the basic elements and principles of graphic design. Students explore design elements and visual composition strategies for a variety of problem-solving solutions in visual communications.</p>	<p><b>GD180</b> <b>Digital Photography 1</b></p> <p>This course introduces students to the fundamental terminology, concepts, methodologies, and techniques of digital photography. It focuses on the principles of using color, composition, lighting, and other techniques for overall thematic and visual effects of narrative photographic images for promotion and advertising design. An overview of the history of this modern medium and impact on contemporary graphic design and advertising will be introduced through lecture and field trips.</p>	<p><b>GD160</b> <b>Introduction to Graphic and Web Design</b></p> <p>This course introduces students to the use of graphic design across the variety of media available to the designer today; from print to web and beyond. Students will be introduced to visual problem-solving and research techniques, problem identification, analysis, brainstorming, and idea refinement as they explore design solutions appropriate to various media. The goal is to develop an understanding of design methods and practices and their use over a variety of mass communications media. Students are introduced to the Macintosh operating systems and a variety of design software.</p>	<p><b>ENG150</b> <b>English 1: Composition</b> Prerequisite: Passing Accuplacer</p>
2	<p><b>GD170</b> <b>Designing with Type 1</b> Prerequisite: GD102, GD160</p> <p>This course explores printed communication and the use of typography as an exclusive element of design. The development of marketable, original, and creative problem-solving solutions will also be examined, with an emphasis on professional presentation techniques. Exploration on the relationship between legibility and type design as evocative image will be emphasized through studio and computer lab exercises. Digital typographic and layout software will be introduced.</p>	<p><b>GD113</b> <b>Color Theory</b> Prerequisite: GD102</p> <p>In this course, students will explore color theory, including additive and subtractive color for graphic design applications. Discussion of color and its relationship to composition in a variety of graphic design formats and media will form the central focus of this course.</p>	<p><b>GD190</b> <b>Form and Space</b> Prerequisite: GD101</p> <p>This studio course will emphasize the conceptualization process of graphic identity development and its function in visual problem solving in 2D and 3D environments. The student will use qualitative and quantitative research techniques for concept development, idea refinement, analysis for graphic intervention.</p>	<p><b>GD121</b> <b>Image Manipulation</b> Prerequisite: GD160</p> <p>In this course students develop basic image manipulation skills in a raster-based computer environment. Emphasis is on mastering the fundamentals of scanning, color management, photo retouching, imaging, special effects, and filters and masks.</p>	<p><b>ENG175</b> <b>Public Presentation</b></p>
3	<p><b>GD240</b> <b>Concept Design</b> Prerequisite: GD190</p> <p>Studio course focusing on the design of graphic design problems and solutions. In-depth study of creative directives and techniques that build visual approaches, which aid in expressing and communicating concepts. Emphasis is on creative thinking, experimentation and expanding the range of visual vocabulary. Through deciphering and predicting the visual meaning of the images, students engage in a process that teaches them to think symbolically, to think visually; and to create effective visual narratives for design and promotion. Effective application of color and color theory is emphasized in project development and analysis.</p>	<p><b>GD202</b> <b>Digital Illustration</b> Prerequisite: GD170</p> <p>This course will focus on fluency in design process and visual communications for logo and graphic identity, and visual narrative. Emphasis is on acquiring software skills in vector based graphics.</p>	<p><b>GD185</b> <b>Digital Photography 2</b> Prerequisite: GD180</p> <p>The course explores the photographic narrative as visual problem solving tool for promotion and persuasion. Advanced digital darkroom techniques for creative image manipulation and advanced lighting and color control techniques will also be covered. The emphasis of this class will be to expand the student's capacity to create innovative and impactful images in the service of advertising and promotion and that deepen the student's understanding of visual culture. Extension of traditional and non traditional photographic approaches across multimedia media will be introduced.</p>	<p><b>GD270</b> <b>Designing with Type 2</b> Prerequisite: GD170</p> <p>This class will concentrate on utilizing design principles and theories in problem solving, focusing on the importance of designing with type. Emphasis will be on the process of design development from roughs to comprehensives, layout, and the use of grid systems for multi-component layouts. Critical analysis will be applied through the usage of type and layout to create clear, communicative design. Students will refine their knowledge of type layout, font management, and preparation for output, digital press, and binding with emphasis on multiple page projects and multiple piece collateral systems.</p>	<p>Select from Math Core</p> <p><b>MAT224</b> <b>Math for the Liberal Arts</b></p> <p>or</p> <p><b>MAT220</b> <b>Geometry</b></p>
4	<p><b>GD225</b> <b>History of Graphic Design</b> Prerequisite: GD121, GD202 2 Credits</p> <p>This course will examine the influences of social trends, historical events, technological developments, and the fine arts on contemporary graphic design, illustration, typographic design, architectural design, photography and fashionable trends in general. Through lectures, supplied visual examples, independent research and design assessments, the student will gain insight into a variety of major design influences. The student will learn how to research and utilize a wide variety of design styles. Particular emphasis will be placed on the period between World War I and World War II and the Post-Modern period.</p>	<p><b>GD218</b> <b>Graphic Symbolism</b> Prerequisite: GD270</p> <p>This course examines the importance of graphic symbols in design. Logos and other symbolic images will be examined in historic and contemporary contexts. Graphic elements including typography, simplified imagery, and abstract shapes will then be utilized to create individual logo designs and other symbolic images.</p>	<p><b>GD275</b> <b>Designing with Type 3</b> Prerequisite: GD270</p> <p>This course explores various means of indicating, placing, and manipulating visual elements in page design, systematically developing strong and creative editorial design solutions by means of a cumulative, conceptual design process. The ability to effectively integrate photographs, illustrations, and display and text type will be developed using page composition software.</p>	<p><b>GD260</b> <b>Web Design 1</b> Prerequisite: GD160</p> <p>In this course, students will explore the concepts and technologies for designing basic web pages, applying the principles of information architecture, navigation, and interactivity, and create simple web sites.</p>	<p><b>ENG160</b> <b>English 2: Introduction to Literature</b></p>
5	<p><b>GD212</b> <b>Electronic Production</b> Prerequisite: GD270</p> <p>This course introduces students to the electronic preparation of simple and complex designs. Typesetting, pagination, image reproduction, color specification, trapping procedures, and binding and finishing techniques will be explored.</p>	<p><b>GD215</b> <b>Graphic Identity</b> Prerequisite: GD218 Corequisite: GD220</p> <p>The student examines the structures and communications skills used by various members of a creative team to create graphic identity and brand experience. The processes of concept development, media application, and design creation are emphasized. The variety of media used by graphic designers to extend the brand across print, electronic and broadcast media</p>	<p><b>GD220</b> <b>Marketing Design</b> Prerequisite: GD218 Corequisite: GD215</p> <p>A study of the essential elements of advertising design including the conceptual and design issues involved in the production of print, guerilla and TV advertising ; an overview of principles of design, layout, advertising copy writing and print production processes, basic photography, using the computer in photography and designing print advertising by using computer graphic software. Course topics will include interpreting target audiences, creative concept formulation, advertising design and layout, typography, working with art, as well as production methodology. The vocabulary and language associated with graphic design/advertising and production processes will be covered. Students will develop a variety of sample advertisements during the course.</p>	<p>Select from Humanities Art History Core Prerequisite: None</p> <p><b>ART210</b> or <b>ART220</b> or <b>ART224</b></p>	<p>Select from Science Core</p> <p><b>SC160</b> <b>Introduction to Environmental Science</b></p> <p>or</p> <p><b>SC175</b> <b>Physics</b></p>
6	<p><b>GD262</b> <b>Web Design 2</b> Prerequisite: GD260</p> <p>In this course, students will explore advanced concepts for designing complex web sites for promotional and entertainment use. Special focus is on finalizing a personal site that will host the graduating student's final portfolio.</p>	<p><b>GD280</b> <b>Portfolio 1</b> Prerequisite: GD212, GD215 2 Credits</p> <p>Students will demonstrate their conceptual, design, craftsmanship, and communications skills as they assemble and refine their portfolio pieces. Working individually with an instructor, each student will select representative pieces, showcasing work that reflects a unique style and vision. Particular emphasis placed on print and web strategies to develop and refine a professional identity and brand.</p>	<p><b>GD278</b> <b>Professional Practice and Career Development</b> Prerequisite: GD215</p> <p>This course prepares students for the business environment and the transition into a professional graphic design field. It emphasizes an overall understanding of self-marketing in the field and its many sub-disciplines. Professional development tools are presented, including resume and cover letter writing, networking and interviewing skills. Through this course students will secure their required internships.</p>	<p>Select from Social Science Core</p> <p><b>HUM275</b> or <b>HUM206</b> or <b>HUM230</b></p>	<p>Humanities Elective</p> <p><b>ENG230</b> or <b>ENG235</b> or <b>ENG240</b> or <b>HUM250</b> or <b>HUM240</b></p>
7	<p><b>GD231</b> <b>Design Production Team</b> Prerequisite: GD280, GD220</p> <p>This is a special projects course in which students utilize their knowledge of design, typography, production techniques, video, and audio to execute a team project. Students also apply communication, teamwork, and organizational skills. They work cooperatively to achieve a common goal, similar to industry experience.</p>	<p><b>GD282</b> <b>Portfolio 2</b> Prerequisite: GD278, GD280 2 Credits</p> <p>This course focuses on the completion of the portfolio and enables students to begin their career search. The student should come into this course with completed work for the portfolio and determine the quality of the work so enhancements can be made. Critique and discussion are an essential part of this class.</p>	<p><b>INT202</b> <b>Internship</b> Prerequisite: GD278</p> <p>The internship provides the student with an opportunity to practice skills and competencies learned in their program of study. Students are matched to sites that meet their individual skill levels and career goals. A manager at the internship site supervises the intern. The career services advisor from the Art Institute of New York City also meets students at least twice per quarter and as needed. Student progress is also evaluated through the completion of the internship notebook/journal and written and verbal reports obtained during the internship, under the direction and guidance of a graphic design faculty member.</p>	<p>Social Science Elective</p> <p><b>HUM210</b> or <b>HUM212</b> or <b>HUM215</b> or <b>HUM218</b> or <b>HUM225</b> or <b>HUM250</b></p>	