

1st possible start date: \_\_\_\_\_ Quarters in program: \_\_\_\_\_ Length of quarters: \_\_\_\_\_ Breaks between quarters: \_\_\_\_\_

Approx hours in class per week: \_\_\_\_\_ Approx times of classes: \_\_\_\_\_ Hours outside of class/homework: \_\_\_\_\_ Credential: \_\_\_\_\_



# GRAPHIC DESIGN

## Associate in Applied Science

### Quarters 1-3

### Quarters 4-7

<h2>Techniques and Skills</h2>	<p>Designing with Type 2 Digital Illustration Digital Photography 1 Digital Photography 2 Image Manipulation</p>	<p>Electronic Production Design Production Team Designing with Type 3 Graphic Symbolism Graphic Identity Internship</p>	<p>Marketing Design Professional Practice and Career Development Portfolio 1 Portfolio 2 Web Design 1 Web Design 2</p>
<h2>Art Foundation</h2>	<p>Color Theory Concept Design Drawing and Perspective Designing with Type 1 Fundamentals of Design Form and Space Introduction to Graphic and Web Design</p>	<p>History of Graphic Design</p>	
<h2>Liberal Arts and Science</h2>	<p>English 1: Composition Public Presentation</p> <p>MATH CORE (Select one course on reverse side)</p>	<p>English 2: Introduction to Literature</p> <p>ART HISTORY (Select one course on reverse side)</p> <p>HUMANITIES ELECTIVE (Select one course on reverse side)</p> <p>SCIENCE CORE (Select one course on reverse side)</p> <p>SOCIAL SCIENCE CORE (Select one course on reverse side)</p> <p>SOCIAL SCIENCE ELECTIVE (Select one course on reverse side)</p>	

## Course Descriptions for Graphic Design Associate of Applied Science

### TECHNIQUES AND SKILLS COURSES

#### GD121 IMAGE MANIPULATION

##### Prerequisite: GD160

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.

#### GD180 DIGITAL PHOTOGRAPHY 1

##### Prerequisite: None

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.

#### GD185 DIGITAL PHOTOGRAPHY 2

##### Prerequisite: GD160

The course explores the photographic narrative as a 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.

#### GD202 DIGITAL ILLUSTRATION

##### Prerequisite: GD170

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.

#### GD212 ELECTRONIC PRODUCTION

##### Prerequisite: GD270

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.

#### GD215 GRAPHIC IDENTITY

##### Prerequisite: GD220

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.

#### GD218 GRAPHIC SYMBOLISM

##### Prerequisite: GD270

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.

#### GD220 MARKETING DESIGN

##### Prerequisite: GD218 / Corequisite: GD215

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.

#### GD231 DESIGN PRODUCTION TEAM

##### Prerequisite: GD220, GD280

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.

#### GD260 WEB DESIGN 1

##### Prerequisite: GD160

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.

#### GD262 WEB DESIGN 2

##### Prerequisite: GD260

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.

#### GD270 DESIGNING WITH TYPE 2

##### Prerequisite: GD170

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.

#### GD275 DESIGNING WITH TYPE 3

##### Prerequisite: GD270

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.

#### GD278 PROFESSIONAL PRACTICE AND CAREER DEVELOPMENT

##### Prerequisite: GD215

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.

#### GD280 PORTFOLIO 1

##### Prerequisite: GD212, GD215

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.

#### GD282 PORTFOLIO 2

##### Prerequisite: GD278, GD280

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.

#### INT202 INTERNSHIP

##### Prerequisite: GD278

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.

### ART FOUNDATION COURSES

#### GD101 DRAWING AND PERSPECTIVE

##### Prerequisite: None

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.

#### GD102 FUNDAMENTALS OF DESIGN

##### Prerequisite: None

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.

#### GD113 COLOR THEORY

##### Prerequisite: GD102

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.

#### GD160 INTRODUCTION TO GRAPHIC AND WEB DESIGN

##### Prerequisite: None

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.

#### GD170 DESIGNING WITH TYPE 1

##### Prerequisite: GD102, GD106

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.

#### GD190 FORM AND SPACE

##### Prerequisite: GD101

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.

#### GD225 HISTORY OF GRAPHIC DESIGN

##### Prerequisite: GD121, GD202

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.

#### GD240 CONCEPT DESIGN

##### Prerequisite: GD190

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.

### LIBERAL ARTS AND SCIENCES COURSES

### ENGLISH

#### ENG150 ENGLISH 1: COMPOSITION

**Prerequisite: Satisfactory Accuplacer scores or the successful completion (C or better) of Basic Reading and/or Basic Writing.** This is a composition course that primarily focuses on analytical and persuasive writing. Additionally students write multi-paragraph essays using expository modes such as synthesis, narration, example, comparison/contrast, classification/division and causal analysis. Emphasis is also placed on research methods including MLA citations.

#### ENG160 ENGLISH 2: INTRODUCTION TO LITERATURE

##### Prerequisite: ENG150

This course focuses on international literary selections. Topics include the critical evaluation of the literary genres: story, poetry and drama.

#### ENG175 PUBLIC PRESENTATION

##### Prerequisite: None

The purpose of this course is to enable students to develop and to improve their presentation skills within a variety of contexts. Students learn how to structure material in ways to meet the needs of their audiences' demands in order to convey ideas in useful and appropriate ways.

### MATH CORE

#### MAT220 GEOMETRY

##### Prerequisite: Satisfactory Accuplacer scores or successful completion (C grade or higher) of Basic Math

This course presents Geometry as a universal part of human culture. The study of geometry gives understanding of the physical world around us. It is the foundation necessary to understand and manipulate the visual world. For the last two and a half thousands years, geometry has been studied because it is considered to be the most exquisite and perfect means to teach a student to think clearly and logically. Beyond the practical, geometry develops the imagination. The challenge and the satisfaction of doing geometry develop an understanding of the uses and beauty of geometry. This course develops the abstract conceptual understanding of creative problem solving, decision-making, and analytic skills.

#### MAT224 MATH FOR LIBERAL ARTS

##### Prerequisite: Satisfactory Accuplacer scores or successful completion (C grade or higher) of Basic Math

This course involves the rigorous study of mathematical ideas in order for students to appreciate mathematics as a human activity. Students will learn to understand the usefulness of mathematics in the world by studying the order, pattern, elegance and fun in which mathematics builds techniques of thought. Topics include problems from graph theory, numbering systems, linear programming, game theory, statistics, geometric constructions, transformations, tiling and pattern. Emphasis is on the understanding, purposes and aesthetic of mathematics in a visual world.

### ART HISTORY

#### ART210 ART HISTORY: PREHISTORIC TO RENAISSANCE

##### Prerequisite: None

Students will examine the historical development of painting, sculpture, and architecture, and compare the visual arts from different time periods and cultures. The chronological progression of techniques and the evolving styles of artistic expression are covered as well. Beginning with the art of prehistoric cultures, the course proceeds through early Western art to the Italian Renaissance and from the High Renaissance to the Mannerists.

#### ART220 ART HISTORY: RENAISSANCE TO 21ST CENTURY

##### Prerequisite: None

This course surveys Western art forms relative to political, social, religious and economic movements from the High Renaissance to present day. Topics include painting, sculpture, decorative arts, architecture, photography, and conceptual art.

#### ART224 ART HISTORY: PREHISTORIC TO 21ST CENTURY

##### Prerequisite: None

Students will examine the historical development of painting, sculpture, and architecture, and compare the visual arts from different time periods and cultures. The chronological progression of techniques and the evolving styles of artistic expression are covered as well. Beginning with the art of ancient cultures, the course proceeds through early Western art to the Italian Renaissance and from the High Renaissance to contemporary twenty-first-century art forms.

### HUMANITIES ELECTIVE

#### ENG230 MODERN THEATRE

##### Prerequisite: None

This course will investigate the rise of theatre from 1900 with Ibsen to approximately the 1980's. In addition, the introduction of absurdism on the modern stage will be included. Students will be expected to read plays outside of the classroom as well as within. Playwrights, primarily taken from the American scene, will include but are not limited to Miller, Williams, O'Neill, Albee, Guare and Wilson. (References to traditional European theatre or Theatre of Manners will not be discussed in the class, e.g., Shakespeare to Sheridan.) The class will attend at least one live production of an Off-Broadway play. (The cost of tickets is additional to the cost of tuition.)

#### ENG235 READER'S THEATRE

##### Prerequisite: ENG150, ENG175

This course program will culminate in a live performance of a contemporary play in "readers' theatre style." Students will gain experience in emotive language to express the lines of theatrical pieces, as well as learn about the structure of theatrical composition (e.g., character analysis, Aristotelian plot). Additionally, students will develop an aesthetic sense of theatre. The class will attend at least one readers' theatre or live production of an Off-Broadway play. (The cost of tickets is additional to the cost of tuition.)

#### ENG240 GENRE FICTION

##### Prerequisite: ENG150, ENG160

Students explore and analyze stories and novels in a specific genre of fiction such as realism, magic-realism, mystery, science fiction, children's literature, or the literature of a specific cultural group or time-period. In-depth analytical and interpretive skills will be honed through research, questioning techniques, and the exploration of secondary texts.

#### HUM240 PHILOSOPHY

##### Prerequisite: None

This course examines human life, experience, and thought in order to discover and develop the principles and values for pursuing a more fulfilled existence. The course will explore philosophical tradition reflected in humanity's quest to understand the world and to articulate the large questions of being, knowing, and meaning and provide an overview of major philosophies from a variety of cultures.

#### HUM250 CRITICAL THINKING

##### Prerequisite: None

Critical thinking is an essential skill for lifelong learning. Students will learn basic concepts and discover how to apply them in their academic, professional and personal lives. The primary focus will be on cultivating critical reading, writing and thinking skills with an emphasis on effective written and verbal communication.

### SCIENCE CORE

#### HUM206 INTRODUCTION TO SOCIOLOGY

##### Prerequisite: None

In this course students will examine group interaction within human society. Through texts, lectures, videos, and discussions students will learn about the variety of ways sociologists view human culture and society. Topics covered include race, gender, class, subcultures, and education, as well as sociological research methods.

#### HUM230 POLITICAL SCIENCE

##### Prerequisite: None

This course introduces students to the evolution of power and politics in America. Students will develop their analytical skills and gain a deeper and more nuanced understanding of American politics by studying and applying the perspectives and methodologies of a whole host of critical thinkers. Concepts such as democracy, civil rights, private property, civil liberties, public opinion, mass media, political parties, and the three branches of government will be discussed, with a focus on how power and privilege is affected by class, race, ethnicity and gender. In addition, students will be able to see the importance of government and how decisions made by the government affect our everyday daily lives. The

ability to think critically and expression political ideas rationally will be emphasized.

#### HUM275 INTRODUCTION TO PSYCHOLOGY

##### Prerequisite: None

This course focuses on developing a working knowledge of human sensory processes and their subsequent perceptual and behavioral manifestations. Topics include learning, memory, consciousness, and cognitive behaviors.

### SOCIAL SCIENCE CORE

#### SC160 INTRODUCTION TO ENVIRONMENTAL SCIENCE

##### Prerequisite: None

This course explores environmental science as a disciplinary study from the natural sciences (biology, chemistry, geology) and the social sciences (ecology, politics, ethics).The use and abuse of the environment is examined along with an exploration of what effect students will have on the future of the environment.

#### SC175 PHYSICS

##### Prerequisite: MAT224

This course introduces the concepts of physics, including conservation of mass, energy and momentum, light, waves, and electricity. Students study the application of physics and explore the concepts of physics.

### SOCIAL SCIENCE ELECTIVE

#### HUM210 SOCIOLOGY OF THE CITY

##### Prerequisite: None

This course introduces students to conceptual and theoretical views of urban life through the works of urban and sociological thinkers. By reading the works of those engaged with the city as history, concept, problem, plan and future, students come to a wider perspective of their daily sphere, understanding the value of certain socio-urban structures and the problematics of others. Students learn to visualize their own relationship to the city by combining personal patterns with social statistics and creating unique, meaningful maps that illustrate this.

#### HUM212 ARTS AND SOCIETY

##### Prerequisite: None

Arts and Society examines the ways the arts (including fine arts, theater, dance, music, digital media, and experimental performance) influence and are influenced by the values and institutions that shape contemporary society. The course will consider the cultural, political, and economic boundaries of the arts as a social force, and specifically the ways that art informs and is informed by social class. Students examine the role of popular culture in relation to art worlds. Students will also explore how the practice of creating and sharing art can help to enact social change.

#### HUM215 CULTURAL STUDIES

##### Prerequisite: ENG150

Students will study how modern societies adapt to their environment (physical, political, sociological). In addition to studying how human behavior varies cross-culturally, students will study ritual, myth, and customs.

#### HUM218 VISUAL LANGUAGE AND CULTURE

##### Prerequisite: ENG150

The media revolution communicates through images as much if not more than through words. Strategies of interpretation and theories of visual logic are introduced.

#### HUM225 CYBER THEORY: THE IMPACT OF TECHNOLOGY ON SOCIETY

##### Prerequisite: ENG150

This course examines the intersection of technology and humanity through history, literature, philosophy, and art. Students gain an understanding of the monumental changes brought about in social relations by the introduction of new technologies. Specific attention is given to how the computer has changed and is changing, and how people create and communicate.

#### HUM250 CRITICAL THINKING

##### Prerequisite: None

Critical thinking is an essential skill for lifelong learning. Students will learn basic concepts and discover how to apply them in their academic, professional and personal lives. The primary focus will be on cultivating critical reading, writing and thinking skills with an emphasis on effective written and verbal communication.