

GRAPHIC DESIGN

Associate of Science Degree Bachelor of Science Degree



The Graphic Design programs are designed to educate students in the technical and creative arts of graphic communications. Through creative problem solving, graphic designers promote brands, markets ideas, and influence consumer behavior. They attract attention, inform, persuade and inspire some of today's most dynamic fields including advertising, publishing, and interactive media.

PROGRAM OBJECTIVES

- Demonstrate craftsmanship
- Develop, analyze, and refine creative concepts from initial idea to final product
- Demonstrate the principles and effective use of typography
- Demonstrate visualization, storytelling, and conceptualization through sequential thinking
- Draw accurate visual perspectives
- Apply the critical thinking process and initiate creative solutions to graphic design challenges
- Choose appropriate research, concepts, materials, tools, and media to solve design problems
- Apply time management skills to the development and production of projects
- Use appropriate software solutions to design problems for print and web
- Apply professional principles and techniques of electronic file preparation
- Select and use design terminology according to industry standard
- Articulate and defend concepts
- Utilize protocols, media, and coding for web solutions
- Assess personal strengths and weaknesses
- Demonstrate effective verbal and visual presentation skills
- Develop a professional work ethic
- Present a final professional portfolio
- Conduct research related to career development

Additional Objectives - Bachelor of Science Degree

- Articulate and reference graphic design history within design solutions
- Develop practical skills in design, scheduling, budgeting, leadership, production, and project documentation
- Participate in the design process through collaboration
- Identify, develop and produce an integrated brand solution
- Use written and verbal skills to gather and communicate project information
- Select and apply various management strategies in business situations
- Interact with industry professionals as guest lecturers or critics to develop visual communication according to industry standards

ENTRY-LEVEL EMPLOYMENT OPPORTUNITIES

Graduates of the Graphic Design programs are prepared to seek entry-level positions such as production designers, graphic designers and design production coordinators.

REQUIREMENTS FOR ASSOCIATE OF SCIENCE DEGREE

**93 Quarter Credits
Seven 11-Week Quarters or 77 Weeks**

GENERAL EDUCATION

GE10110	English Composition I
GE10120	Art History: Prehistoric to Mannerist
GE10210	English Composition II
GE10220	College Mathematics
GE10230	Art History: Baroque to Contemporary
GE10320	Effective Speaking
GE20510	Ethics
LS10110	Computer Science

General Education Elective List (Select 3):

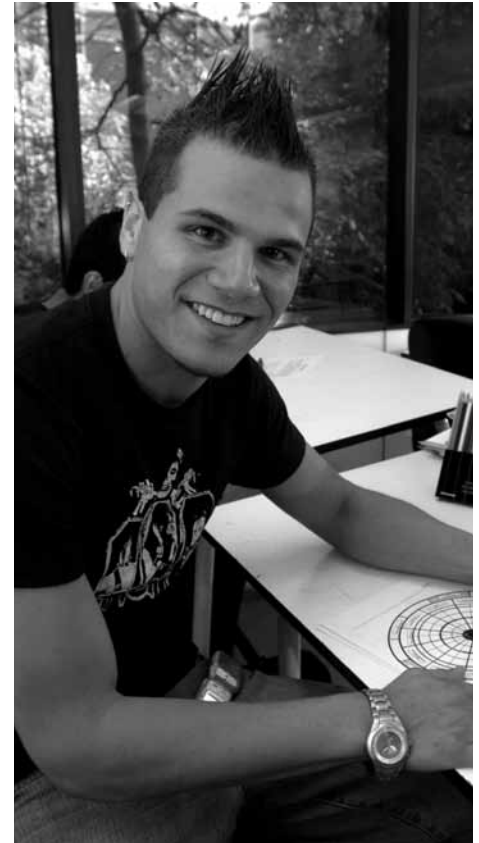
GE10130	History of Photography
GE10310	World Literature
GE10330	American Government
GE10410	Introduction to Psychology
GE20520	Physics
GE20530	Sociology
GE20540	United States History: Early Period
GE20550	United States History: 20th Century
GE20560	Western Civilization: Ancient to Renaissance
GE20570	Western Civilization: Reformation to WWII
GE20580	Economics
GE20590SA	Study Abroad
GE20610	Theatre Appreciation
GE20710	Aesthetics
LS20620	Business Law

CORE COURSES

GR0015PF	Portfolio Foundations Graphic Design
GR10110	Fundamentals of Drawing
GR10120	Fundamentals of Design
GR10130	Color Theory
GR10210	Typography I
GR10330	Concept Development
GR10361	Analysis of Form
GR10450	Digital Layout
GR10460	Digital Illustration
GR10471	Digital Imaging & Manipulation
GR20541	Print Production
GR20571	Typography II
GR20620	Graphic Symbolism
GR20670	Introduction to Web Design
GR20761	Product Graphics
GR20771	Corporate Identity
GR20820	Publication Design
GR20830	Business
GR20850	Collateral Design
GR20860	Portfolio Preparation

Graphic Design Elective List (Select 1):

GR10410	Survey of Graphic Design
GR20580	Digital Photography for Designers
GR20561	Conceptual Imagery
GR20641	Advertising Layout
GR20782	Advertising Design
GR20790	Motion Graphics for the Web
GR20795	Typography III
GR20870	Intermediate Drawing
IN20720GR	Internship



REQUIREMENTS FOR BACHELOR OF SCIENCE DEGREE

180 Quarter Credits
Twelve 11-Week Quarters or 132 Weeks

GENERAL EDUCATION

GE10110 English Composition I
 GE10120 Art History: Prehistoric to Mannerist
 GE10210 English Composition II
 GE10220 College Mathematics
 GE10230 Art History: Baroque to Contemporary
 GE10310 World Literature
 GE10320 Effective Speaking
 GE10410 Introduction to Psychology
 GE20510 Ethics
 GE20530 Sociology
 GE20710 Aesthetics
 GE30910 Theories of Communication
 GE30930 Issues in American Society
 GE30970 History of 20th Century Art
 LS10110 Computer Science

General Education Elective List A (Select 2):

GE10130 History of Photography
 GE10330 American Government
 GE20520 Physics
 GE20540 United States History: Early Period
 GE20550 United States History: 20th Century
 GE20560 Western Civilization: Ancient to Renaissance
 GE20570 Western Civilization: Reformation to WWII
 GE20580 Economics
 GE20590SA Study Abroad
 GE20610 Theatre Appreciation
 LS20620 Business Law

General Education Elective List B (Select 3):

GE30920 Logic
 GE30940 Literature and Culture
 GE30950 Music Appreciation
 GE30960 Introduction to Museum Studies
 GE30980 Creative Writing
 GE30990 History of Photography 1960 to Present
 GE31010 Study Abroad
 GE31020 Statistics
 GE31030 Comparative Religions
 GE31040 Media & Pop Culture

CORE COURSES

GR0015PF Portfolio Foundations Graphic Design
 GR10110 Fundamentals of Drawing
 GR10120 Fundamentals of Design
 GR10130 Color Theory
 GR10140 Survey of Graphic Design
 GR10210 Typography I
 GR10220 Life Drawing
 GR10230 Form and Space
 GR10330 Concept Development
 GR10370 Foundations of Digital Design
 GR10450 Digital Layout
 GR10460 Digital Illustration
 GR10471 Digital Imaging & Manipulation
 GR20541 Print Production
 GR20561 Conceptual Imagery
 GR20571 Typography II
 GR20580 Digital Photography for Designers
 GR20620 Graphic Symbolism
 GR20650 Graphic Design History
 GR20670 Introduction to Web Design
 GR20755 Web Scripting
 GR20761 Product Graphics
 GR20771 Corporate Identity
 GR20790 Motion Graphics for the Web

GR20795 Typography III
 GR20820 Publication Design
 GR20850 Collateral Design
 GR20860 Portfolio Preparation
 GR30950 Information Design
 GR30970 Environmental Graphic Design
 GR31010 Editorial Design
 GR31021 Marketing Design
 GR31030 Emerging Technologies
 GR31040 Senior Design Studio
 GR41110 Professional Portfolio
 GR41120 Art Direction
 GR41140 Interactive Portfolio
 GR41210 Senior Project
 GR41230 Business for Graphic Designers
 IN41220GR Internship
 IM10421 Web Design Workshop

Graphic Design Elective List (Select 1):

GR10340 Layout Design
 GR20641 Advertising Layout
 GR20782 Advertising Design
 GR20870 Intermediate Drawing
 GR30930 Media Techniques
 GR30940 Book Arts
 GR30960 Integrated Motion Graphics
 GR41130 Design Group
 IM10340 Advanced Image Manipulation
 IM20620 Interactive Motion Graphics
 PH10221 Photo Techniques
 PH30940 Special Topics in Photography

