

GRAPHIC DESIGN

Associate of Science Degree Bachelor of Science Degree



Magazines, product packaging, corporate communications, movie posters, Web and interface design, billboards -- all are composed of images and words that work together as a form of visual communication. Whether it is to attract attention, inform, persuade or inspire, the graphic design industry specializes in creative problem solving. Graphic designers promote brands, markets ideas, and influence consumer behavior. Some of today's most dynamic fields -- advertising, publishing, interactive -- are based on this fundamental concept of graphic design.

PROGRAM OBJECTIVES

- Understand and practice the characteristics of basic design elements such as: line, shape, volume, space, value, texture, color, scale/proportion, unity, contrast, repetition/variation, and rhythm
- Identify, analyze, and apply the critical thinking process to the design challenges of specific problems
- Demonstrate the principles and effective solution and use of type
- Apply appropriate software solutions to design problems
- Articulate and solve basic problems of form and function
- Exhibit knowledge of color theory and perception
- Apply knowledge gained through research into design trends and styles to appropriate design assignments
- Integrate design concepts with materials, skills, and technology
- Use effective file and time management skills in the production of projects
- Develop the ability to critique, defend, and support the integrity of a chosen project
- Relate printing terms, concepts, and processes to the preparation of electronic documents
- Demonstrate craftsmanship (organization, neatness, precision)
- Develop a professional work ethic
- Assess personal strengths and weaknesses
- Assemble a final portfolio with a variety of design projects

Additional Objectives - Bachelor of Science Degree

- Develop an awareness of graphic design business practices including the ability to negotiate with clients, produce proposals, conduct research, solicit work, and manage time and budget resources
- Participate as a member or leader of a creative team
- Develop a knowledge base in the history of graphic design
- Create a web-based project using appropriate scripting language and software
- Identify, select, and use various media and styles to achieve desired results

ENTRY-LEVEL EMPLOYMENT OPPORTUNITIES

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

GRAPHIC DESIGN

REQUIREMENTS FOR ASSOCIATE OF SCIENCE DEGREE

120 Quarter Credits

Eight 11-Week Quarters or 88 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
LS10110	Computer Science

General Education Elective List (Select 4):

GE10130	History of Photography
GE10330	American Government
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
GR10220	Life Drawing
GR10230	Form and Space
GR10330	Concept Development
GR10340	Layout Design
GR10350	Image Manipulation
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
OR	
GR20641	Advertising Layout
GR20751	Promotional Graphics
GR20761	Product Graphics
GR20771	Corporate Identity
GR20790	Motion Graphics for the Web
OR	
GR20782	Advertising Design
GR20795	Typography III
GR20820	Publication Design
GR20830	Business
GR20850	Collateral Design
GR20860	Portfolio Preparation



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
 GR10210 Typography I
 GR10220 Life Drawing
 GR10230 Form and Space
 GR10330 Concept Development
 GR10340 Layout Design
 GR10350 Image Manipulation
 GR10361 Analysis of Form
 GR10450 Digital Layout
 GR10460 Digital Illustration
 GR10471 Digital Imaging & Manipulation
 GR20541 Print Production
 GR20561 Conceptual Imagery
 GR20571 Typography II
 GR20620 Graphic Symbolism
 GR20650 Graphic Design History
 GR20670 Introduction to Web Design
 GR20751 Promotional Graphics
 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
 GR41110 Professional Portfolio
 GR41120 Art Direction
 GR41140 Interactive Portfolio
 GR41210 Senior Project
 GR41230 Business for Graphic Designers
 IN41220GR Internship

Graphic Design Elective List (Select 3):

GR20641 Advertising Layout
 GR20782 Advertising Design
 GR30930 Media Techniques
 GR30940 Book Arts
 GR30960 Integrated Motion Graphics
 GR41130 Design Group
 IM10340 Advanced Image Manipulation
 IM20620 Interactive Motion Graphics
 PH10221 Photo Techniques
 PH10350 Principals of Digital Photography for Non-Majors
 PH30940 Special Topics

