Please visit our Student Consumer Information page to find the average time to completion for continuously enrolled students for each credential level offered. This data is available at the average credit load, full-time or at full load. Changing programs, beginning programs at the mid-term start date, taking remedial courses, taking time off from coursework, registering for fewer hours or unsuccessful attempts at course completion will increase the total length of the program and overall cost of education from what is disclosed. Transfer credits awarded toward your program will likely decrease the overall length and cost of education.

Course descriptions for elective and general education courses can be referenced in the catalog.

STUDENT CONSUMER INFORMATION:
https://www.artinstitutes.edu/atlanta/student-consumer-information

This is a sample schedule only. Schedule subject to change without notice at the discretion of the school.

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Course descriptions describe the learning opportunities that are provided through the classroom and coursework. It is each student's responsibility to participate in the activities that will lead to successfully meeting the learning outcomes.

FND105 DESIGN FUNDAMENTALS
This introductory course explores the principles of design, and introduces and develops the creative process. Design elements and relationships are identified and employed to establish a basis for aesthetic sensitivity and critical analysis. Design is presented as a tool of communication. Prerequisite: None Credits: 4

FND110 OBSERVATIONAL DRAWING
This course involves the observation and translation of three-dimensional forms into two-dimensional images. Technical drawing is used to introduce the process of transforming new objects and people into more complex organic forms. Students build skill levels in composition and line quality, through the use of tone, light, and shadow. Prerequisite: None Credits: 4

FND135 IMAGE MANIPULATION
In the introduction to raster-based digital image manipulation, students become acquainted with the concepts, hardware, and software, related to digital image acquisition, image editing, manipulation, color management basics, masking, layering, retouching, scanning and output. Prerequisite: None Credits: 4

GWDB103 DIGITAL ILLUSTRATION
The course advances students' understanding of the computer as an artist's tool. Building on previous coursework in drawing, concept development and introductory computer-aided design, students are asked to generate a number of expressive solutions that address specific illustrative problems, both technical and creative. As part of this course, students are given the opportunity to develop their digital illustration skills by exploring numerous tools and techniques to obtain desired results. Prerequisite: GWDB101 or Approval of Academic Director Credits: 4

GWDB105 CONCEPT DESIGN
This course emphasizes the conceptualization process of design and its function in solving given problems. The student uses creative problem solving and research techniques, specifically: problem identification, analysis, brainstorming and idea refinement. Prerequisite: GWDB111 Credits: 4

GWDB110 INTRODUCTION TO LAYOUT DESIGN
This course concentrates on utilizing design principles and theories in problem solving, focusing on the importance of layout composition. Emphasis is placed on the development of visual hierarchy, thumbnailing to comprehensions, layout, and the use of grid systems for multi-component layouts. Prerequisite: GWDB112, FND135, or Approval of Academic Director Credits: 4

GWDB112 TYPOGRAPHY — TRADITIONAL
This course is an introduction of lettering skills and the history and foundation of letterforms. The placement of display and text type in a formatted space, and the relationship between the appearance and readability of letterforms, are also studied. Students work in a traditional context and with modern adobe applications to produce typographic compositions. Prerequisite: GWDB111 or Approval of Academic Director Credits: 4

GWDB113 TYPOGRAPHY — HIERARCHY
This course is a continuation of the study of traditional typography. Exercises and projects focus on the hierarchical qualities of typography. The developments of marketable, original and creative problem solving solutions are examined with an emphasis on creative techniques. Industry standard software is used in the development of digital typography and hierarchical skills. Prerequisite: GWDB112 Credits: 4

GWDB115 FUNDAMENTALS OF WEB PAGE SCRIPTING
In this course students learn the development and upload a simple web site using HTML and basic CSS. Web site production concepts such as naming conventions, file organization, and optimization are also covered. Prerequisite: GWDB111 or Approval of Academic Director Credits: 4

GWDB117 TYPOGRAPHY — EXPRESSIVE & EXPERIMENTAL
This course examines typographic structures for visual communication. The developments of marketable, original and creative problem solving solutions are examined with an emphasis on creative techniques. Industry standard software is used in the development of digital typography and hierarchical skills. Prerequisite: GWDB112 Credits: 4

GWDB118 TIMELINE ANIMATION & INTERACTION
Students use timeline animation in the development of interactive interfaces and experiences. Students also practice concept development and storyboarding. Prerequisite: GWDB117 or Approval of Academic Director Credits: 4

GWDB120 PORTFOLIO I
This course provides students for the transition to the professional world. This course prepares students for the industry by helping them complete a portfolio. Students demonstrate their conceptual, design, craftsmanship, and other skills as they assemble and refine their final portfolios. In conjunction with the instructor, each student selects representative projects showcasing work that reflects a unique style and developing them further as needed. Particular emphasis is placed on identifying short- and long-term professional goals, industry and professional related resources and portfolio development strategies. Prerequisite: Approval of Academic Director Credits: 4

GWDB207 DESIGN HISTORY (5 CREDITS)
Students use timeline animation in the development of interactive interfaces and experiences. Students also practice concept development and storyboarding. Prerequisite: GWDB117 or Approval of Academic Director Credits: 4

GWDB211 INTERMEDIATE LAYOUT DESIGN
This advanced layout course enhances and refines skills developed in fundamental design courses. Critical analysis is applied through the usage of type and layout to create clear, communicative design. Portfolio-quality projects are developed as part of this process. Prerequisite: GWDB111 or GWDB122 Credits: 4

GWDB212 INTERMEDIATE WEB PAGE SCRIPTING
This course explores methods for styling websites and creating various page elements. Students will focus on the practical application of styling web page content. Prerequisite: GWDB117 or Approval of Academic Director Credits: 4

GWDB213 GENERAL EDUCATION REQUIREMENTS (4 CREDITS)

GWDB221 PSYCHOLOGY

GWDB222 APPLIED MATHEMATICS

GWDB223 IDEAS OF MATHEMATICS

MT112 COLLEGE GEOMETRY

GWDB207 EN101 ENGLISH I

GWDB212 COM105 PUBLIC SPEAKING

GWDB213 ENGLISH I

GWDB222 ENGLISH II

GWDB223 HISTORY OF CONTEMPORARY ART: 1945 TO PRESENT (5 CREDITS)

GWDB224 GT102 COLLEGE GEOMETRY

PSYCHOLOGY

MT112 APPLIED MATHEMATICS

MT113 IDEAS OF MATHEMATICS

MT115 INTRODUCTION TO GENERAL EDUCATION REQUIREMENTS

PS101 PSYCHOLOGY

* Course descriptions for elective and general education courses can be referenced in the catalog.
### Graphic & Web Design - Web Design Concentration

#### PROGRAM FOCUS

**QUARTERS 1-2**
- FND105 Design Fundamentals
- FND110 Observational Drawing
- FND115 Image Manipulation
- GWDB101 Applications & Industry
- GWDB103 Digital Illustration
- GWDB112 Typography – Traditional

**QUARTERS 3-4**
- GWDB111 Introduction to Layout Design
- GWDB122 Typography – Hierarchy
- GWDB123 Programming Logic
- GWDB113 Fundamentals of Web Page Scripting
- GWDB202 Interface Design
- GWDB223 Intermediate Web Page Scripting

**QUARTERS 5-6**
- GWDB209 Portfolio I
- GWDB213 Timeline Animation & Interaction
- GWDB223 Authoring for Interaction
- GWDB223 Advanced Web Page Scripting

### GENERAL EDUCATION

<table>
<thead>
<tr>
<th>Course</th>
<th>Quarters</th>
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<tbody>
<tr>
<td>EN101</td>
<td>English I</td>
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<tr>
<td>MT112</td>
<td>College Geometry</td>
</tr>
<tr>
<td>MT113</td>
<td>Ideas in Mathematics</td>
</tr>
<tr>
<td>MT115</td>
<td>Applied Mathematics</td>
</tr>
</tbody>
</table>

**PROGRAM FOCUS**

- **QUARTERS 1-2**
  - **GENERAL EDUCATION**
    - EN101 English I
    - MT112 College Geometry
    - MT113 Ideas in Mathematics
    - MT115 Applied Mathematics

- **QUARTERS 3-4**
  - **GENERAL EDUCATION**
    - CM105 Public Speaking
    - PS101 Introduction to Psychology

- **QUARTERS 5-6**
  - **GENERAL EDUCATION**
    - GWDB207 Design History
    - HA305 History of Contemporary Art: 1945 to Present

### START DATE

_______________________________

### LENGTH OF QUARTER

_______________________________

### BREAKS BETWEEN QUARTERS

_______________________________

### APPROX. HOURS IN CLASS PER WEEK

_______________________________

### APPROX. HOURS OUTSIDE OF CLASS—HOMEWORK

_______________________________

Please visit our Student Consumer Information page to find the average time to completion for continuously enrolled students for each credential level offered. This data is available at

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072019
Graphic & Web Design - Web Design Concentration (AA)

COURSE DESCRIPTIONS

FND105
DESIGN FUNDAMENTALS
This introductory course explores the principles of design, and introduces students to the creative process. Design elements and relationships are identified and employed to establish a basis for aesthetic sensitivity and critical analysis. Design is presented as a tool of communication.
Prerequisite: None
Credits: 4

FND110
OBSERVATIONAL DRAWING
This course involves the observation and translation of three-dimensional forms into two-dimensional drawings. Starting with simple shapes and progressing to more complex organic forms, students build skill levels in composition and line quality, through the use of tone, light, and shadow.
Prerequisite: None
Credits: 4

FND135
IMAGE MANIPULATION
In this introduction to raster-based digital image manipulation, students become acquainted with the concepts, hardware, and software, related to digital image acquisition, image editing, manipulation, color management basics, masking, layering, retouching, scanning and output.
Prerequisite: None
Credits: 4

GWDB101
APPLICATIONS & INDUSTRY
This course presents web design and graphic design applications, tools and industry practices. It includes the management practices, basics of markup language and styling. The course introduces students to illustration and image manipulations software relevant to the web design and graphic design industries.
Prerequisite: None
Credits: 4

GWDB105
CONCEPT DESIGN
This course emphasizes the conceptualization process of design and its function in solving given problems. The student uses creative problem solving and research techniques, specifically: problem identification, analysis, brainstorming and idea refinement.
Prerequisite: GWDB111
Credits: 4

GWDB111
INTRODUCTION TO LAYOUT DESIGN
This course concentrates on utilizing design principles and theories in problem solving, focusing on the importance of layout composition. Emphasis is placed on the process of design development from thumbnails to comprehensive, layout, and the use of grid systems for multi-component layouts.
Prerequisite: GWDB112, FND135; or Approval of Academic Director
Credits: 4

GWDB112
TYPOGRAPHY - TRADITIONAL
This course is an introduction of lettering skills and the history and foundation of letterforms. The placement of display and text type in a formatted space, and the relationship between the appearance and readability of letterforms, are also studied. Students work in a traditional context of hand-rendering type and also are introduced to contemporary typesetting technology.
Prerequisite: GWDB101 or Approval of Academic Director
Credits: 4

GWDB112
TYPOGRAPHY - HIERARCHY
This course is a continuation of the study of traditional typography. Exercises and projects focus on the hierarchical qualities of typography. The developments of marketable, original and creative problem solving solutions are examined with an emphasis on creative techniques. Industry standard software is used in the development of digital typography and hierarchical skills.
Prerequisite: GWDB112
Credits: 4

GWDB123
PROGRAMMING LOGIC
This course introduces fundamentals of programming logic: introductory concepts, structure, decision-making, looping, array manipulation, calling methods, and an introduction to object-oriented programming. Students combine experience design concepts with advanced programming solutions. Emphasis is placed on learning object-oriented approaches to developing dynamic/reusable rich media modules combined with data applications.
Prerequisite: GWDB 101 or Approval of Academic Director
Credits: 4

GWDB113
FUNDAMENTALS OF WEB PAGE SCRIPTING
This course presents web design and graphic design applications, tools and industry practices. It includes the management practices, basics of markup language and styling. The course introduces students to illustration and image manipulations software relevant to the web design and graphic design industries.
Prerequisite: None
Credits: 4

GWDB122
INTERFACING DESIGN
This course is an exploration of the synthesis of visual and information design principles. This course examines the conceptual and practical design of interfaces.
Prerequisite: GWDB111
Credits: 4

GWDB209
PORTFOLIO I
This course prepares students for the transition to the professional world. This course prepares students for the industry by helping them compile a portfolio. Students demonstrate their conceptual, design, craftsmanship, and other skills as they assemble and refine their portfolio projects. Working individually with an instructor, each student selects representative projects showcasing work that reflects a unique style and developing them further as needed. Particular emphasis is placed on identifying short- and long-term professional employment goals, industry and professional related resources and portfolio development strategies.
Prerequisite: Approval of Academic Director
Credits: 4

GWDB213
TIME-LINE ANIMATION & INTERACTION
Students use timeline animation in the development of interactive interfaces and experiences. Students also practice concept development and storyboarding.
Prerequisite: GWDB273 or Approval of Academic Director
Credits: 4

GWDB223
AUTHORING FOR INTERACTION
This course is an introduction to JavaScript utilizing the Document Object Model. Prerequisite: GWDB273 or Approval of Academic Director
Credits: 4

GWDB226
INTERMEDIATE WEB PAGE SCRIPTING
This course presents web design and graphic design applications, tools and industry practices. It includes the management practices, basics of markup language and styling. The course introduces students to illustration and image manipulations software relevant to the web design and graphic design industries.
Prerequisite: None
Credits: 4

GENERAL EDUCATION REQUIREMENTS (6 CREDITS)*

COM105 PUBLIC SPEAKING
EN101 ENGLISH I
GWDB207 DESIGN HISTORY
(HS305 HISTORY OF CONTEMPORARY ART:
1945 TO PRESENT
MH112 COLLEGE GEOMETRY
MT113 IDEAS OF MATHEMATICS
OR
MT115 APPLIED MATHEMATICS
PS101 INTRODUCTION TO PSYCHOLOGY

* Course descriptions for elective and general education courses can be referenced in the catalog.

Course descriptions describe the learning opportunities that are provided through the classroom and coursework. It is each student's responsibility to participate in the activities that will lead to successfully meeting the learning outcomes.