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### Graphic & Web Design - Graphic Design Concentration

#### PROGRAM FOCUS

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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</thead>
<tbody>
<tr>
<td>FND105</td>
<td>Design Fundamentals</td>
</tr>
<tr>
<td>FND110</td>
<td>Observational Drawing</td>
</tr>
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<td>FND125</td>
<td>Image Manipulation</td>
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<tr>
<td>FND150</td>
<td>Digital Color Theory</td>
</tr>
<tr>
<td>GWDB101</td>
<td>Applications &amp; Industry</td>
</tr>
<tr>
<td>GWDB102</td>
<td>Rapid Visualization</td>
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<tr>
<td>GWDB103</td>
<td>Digital Illustration</td>
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<tr>
<td>GWDB112</td>
<td>Typography—Traditional</td>
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<tr>
<td>GWDB113</td>
<td>Fundamentals of Web Page Scripting</td>
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<tr>
<td>GWDB105</td>
<td>Concept Design</td>
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<tr>
<td>GWDB111</td>
<td>Introduction to Layout Design</td>
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<tr>
<td>GWDB122</td>
<td>Typography—Hierarchy</td>
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<tr>
<td>GWDB202</td>
<td>Interface Design</td>
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<td>GWDB212</td>
<td>Typography—Expressive &amp; Experimental</td>
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<td>Timeline Animation &amp; Interaction</td>
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<td>GWDB222</td>
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<td>GWDB252</td>
<td>Advanced Layout Design</td>
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<td>GWDB223</td>
<td>Intermediate Web Page Scripting</td>
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<tr>
<td>GWDB207</td>
<td>Design History</td>
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<td>HU105</td>
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<td>HU105</td>
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<tr>
<td>HA223</td>
<td>Art History III: The Art of the Modern World</td>
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### GENERAL EDUCATION

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<td>EN101</td>
<td>English I</td>
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<td>English II</td>
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<td>MT113</td>
<td>Ideas in Mathematics</td>
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<tr>
<td>MT115</td>
<td>Applied Mathematics</td>
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</table>

### BACHELOR OF FINE ARTS — 180 CREDITS

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### LENGTH OF QUARTER

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<th>Hours</th>
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### BREAKS BETWEEN QUARTERS

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<th>Days</th>
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### APPROX. HOURS IN CLASS PER WEEK

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<th>Hours</th>
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### APPROX. HOURS OUTSIDE OF CLASS—HOMEWORK

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**STUDENT CONSUMER INFORMATION:**
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073019

Graphic & Web Design - Web Design Concentration

QUARTERS 1-3

FND105
Design Fundamentals
FND110
Observational Drawing
FND135
Image Manipulation
FND150
Digital Color Theory
GWDB101
Applications & Industry
GWDB103
Digital Illustration
GWDB112
Typography—Traditional
GWDB123
Programming Logic
GWDB113
Fundamentals of Web Page Scripting

QUARTERS 4-6

GWDB105
Concept Design
GWDB111
Introduction to Layout Design
GWDB122
Typography—Hierarchy
GWDB201
Audio & Video
GWDB202
Interface Design
GWDB272
Corporate Identity
GWDB223
Intermediate Web Page Scripting
GWDB233
Advanced Web Page Scripting
Program Elective I

QUARTERS 7-9

GWDB132
Information Architecture
GWDB213
Timeline Animation & Interaction
GWDB253
Authoring for Interaction
GWDB292
Experience Design
GWDB303
Interactive Motion Graphics
GWDB313
Emerging Technologies
GWDB413
Design Team: Production
Program Elective II
Program Elective III

QUARTERS 10-12

GWDB8209
Portfolio I
GWDB8333
Senior Project Pre-Production
GWDB8406
Internship
Or
Program Elective V
GWDB8419
Portfolio II
GWDB8423
Senior Project Production
Program Elective IV

GENERAL EDUCATION

EN101
English I
EN102
English II
MT112
College Geometry
Or
MT113
Ideas in Mathematics
Or
MT115
Applied Mathematics

COM105
Public Speaking
GWDB207
Design History
HU105
Critical Thinking

HA222
Art History II: The Art of the Medieval & Renaissance
HA233
Art History III: The Art of the Modern World
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START DATE ____________________________
LENGTH OF QUARTER ____________________________
BREAKS BETWEEN QUARTERS ____________________________
APPROX. HOURS IN CLASS PER WEEK ________________
APPROX. HOURS OUTSIDE OF CLASS—HOMEWORK ________________

6600 PEACHTREE DUNWOODY ROAD, N.E.
100 EMBASSY ROW
ATLANTA, GA 30328-1649
770.394.8300 | 800.275.4242

The Art Institute of Atlanta

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073019
This course emphasizes the conceptualization of the computer as an artist’s tool. Building on digital illustration, design applications, tools and industry practices. This course presents web design and graphic design industries. This course concentrates on utilizing design principles to produce an advanced interactive project. The main objective of the internship is to allow students the opportunity to observe and participate in the operation of successful businesses related to their field of study. Students gain experience they need to seek opportunities in the field when they graduate. 100 hours per quarter. Prerequisite: Approval of Academic Director

GWDB419 PORTFOLIO II
This course prepares students to seek entry-level employment within the industry by assisting them with the development and presentation of a graphic design portfolio that reflects the stated exit competencies. Students demonstrate an advanced skill set in areas such as process, conceptual thinking, design, web design, and graphic design industry practices. Students are refined and assembled into a cohesive, comprehensive body of work. Particular emphasis is placed on identifying short- and long-term professional employment goals, industry and professional related resources and standards, portfolio development and presentation strategies. Prerequisite: Approval of Academic Director

GWDB423 SENIOR PROJECT PRODUCTION
This course provides students the opportunity to produce an advanced interactive project. Prerequisite: GWDB833

Credits: 4

GENERAL EDUCATION REQUIREMENTS

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