Graphic & Web Design (Graphic Concentration)

**QUARTERS 1-3**
- ART106 Design Fundamentals
- ART108 Observational Drawing
- ART109 Image Manipulation
- ART114 Color Fundamentals
- GD103 Digital Illustration I
- GD111 Typography—Traditional
- GD212 Digital Photography for Designers
- GWDA101 Applications and Industry
- GWDA102 Rapid Visualization
- GWDA111 Introduction to Layout Design
- GWDA122 Typography—Hierarchy
- GWDA232 Form and Space

**QUARTERS 4-6**
- GWDA105 Concept Design
- GWDA202 Interface Design
- GWDA203 Pre-Prew Production
- GWDA207 Design History
- GWDA212 Typography—Expressive and Experimental
- GWDA213 Timeline Animation and Interaction
- GWDA222 Intermediate Layout Design
- GWDA242 Graphic Symbolism
- GWDA252 Advanced Layout Design
- GWDA262 Package Design
- GWDA272 Corporate Identity
- IMD131 Introduction to Scripting Languages

**QUARTERS 7-9**
- GWDA223 Intermediate Web Page Scripting
- GWDA282 Collateral Design
- GWDA302 Information Design
- GWDA303 Interactive Motion Graphics
- GWDA305 Art Direction
- GWDA312 Publication Design
- GWDA315 Contemporary Issues in Typography
- GWDA352 History of Typography
- GWDA362 Font Design
- GWDA403 Advanced Motion Graphics
- Program Elective

**QUARTERS 10-12**
- CD400 Career Development
- GD416 Media Business Law
- GD417 Sensor Project
- GD421 E-Portfolio
- GWDA209 Graphic Design Portfolio I
- GWDA409 Graphic and Web Design Capstone
- GWDA419 Graphic Design Portfolio II
- GWDA422 Hand Lettering
- INT419 Internship

**GENERAL EDUCATION**
- ARTS1303 Art History I
- ENGL1301 English Composition
- MATH1310 College Mathematics
- ARTS1304 Art History II
- Humanities English Elective
- SPCH1315 Public Speaking
- Mathematics and Science Elective
- Mathematics and Science Elective
- PSYC2301 General Psychology
- Humanities History Elective
- Social Science Elective
- SOCI1306 Social Problems

**PROGRAM FOCUS**
- **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 in 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 otherwise attempting course completion will increase the total length of the program, which may lengthen the time required to graduate and increase the overall cost of education. Transfer credits awarded toward your program will likely decrease the overall length and cost of education.

STUDENT CONSUMER INFORMATION: See ge.artinstitutes.edu/programoffering/4211 for program duration, tuition, fees, and other costs; median debt, salary data, student success, and other important info.

This is a sample schedule only. Schedule subject to change without notice at the discretion of the school. 10/2016

The Art Institute of Austin is a branch campus of The Art Institute of Houston. The Art Institute of Houston is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award associate and baccalaureate degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404.679.4500 for questions about the accreditation of The Art Institute of Houston.
ART106 DESIGN FUNDAMENTALS
This course provides an introduction to the principles of design, and introduces the development of design concepts. The elements of design will be identified and employed to establish a base for more advanced technical and critical analysis. Design will be presented as a tool for investigating and understanding the world. Credit: 3

ART109 IMAGE MANIPULATION
In this introduction to photo-based digital image manipulation, students become acquainted with the concepts, hardware, software, and tools required to manipulate images for print, video, and electronic formats. Credit: 3

ART129 COLORS FUNDAMENTALS
This course contains a practical introduction to the basic concepts of color and an exploration of color theory as it relates to design. Students will learn how to use color in both traditional and contemporary media, and as a production tool. Basic concepts of color will be applied to design and production methods. In addition, the psychological and social aspects of color usage will be explored, as well as their role in the design process. Credit: 3

CIS420 CAREER DEVELOPMENT
This course prepares students for the business environment and the job interview process by focusing on the development of essential skills. The role of professionalism and an overall understanding of work-culture will be addressed. Credit: 3

CIS301 DIGITAL ILLUSTRATION I
This course advances the students’ understanding of the computer as an art tool. Building on previous courses in drawing, concept development, and introductory computer skills, students will be able to create a number of expression vectors that address the critique of design and the articulation of technical and creative needs. Credit: 3

CIS111 TYPOGRAPHY—TRADITIONAL
This course is an introduction to lettering skills and also be introduced to contemporary typewriter technology. Credit: 3

Course descriptions describe the learning opportunities that are provided through the curriculum and coursework. Students will be able to apply their skills in a practical and professional setting. The main objective of the internship is to allow students the opportunity to observe and participate in the operations of successful businesses related to their fields of study. The students will gain the experience necessary to pursue internship opportunities. Credit: 0

ENGL3511 Environmental Science
ENGL3411 Literature and Film Analysis
ENGL2311 Business Writing
ENGL2307 Creative Writing
PSYCH3019 Human Sexuality
STOR1306 Social Problems
ENVR1401 Environmental Science
HIST1301 U.S. History I
HIST2301 World Civilizations I
HIST2302 World Civilizations II
PSYCH3019 Human Sexuality
SOCI1306 Social Problems

*Course descriptions for general education and elective courses can be found in the catalog.
## PROGRAM FOCUS

### QUARTERS 1-3
- ART106: Design Fundamentals
- ART108: Observational Drawing
- ART114: Color Fundamentals
- GD103: Digital Illustration I
- GD111: Typography—Traditional
- GD212: Digital Photography for Designers
- GWDA101: Applications and Industry
- GWDA111: Introduction to Layout Design
- GWDA122: Typography—Hierarchy
- GWDA123: Programming Logic
- IMD131: Introduction to Scripting Languages

### QUARTERS 4-6
- GWDA105: Concept Design
- GWDA132: Information Architecture
- GWDA201: Audio and Video
- GWDA202: Interface Design
- GWDA205: Desktop Video
- GWDA213: Timeline Animation and Interaction
- GWDA223: Intermediate Web Page Scripting
- GWDA233: Advanced Style Sheet Scripting
- GWDA243: Object-Oriented Scripting
- GWDA253: Authoring and Interaction
- GWDA303: Interactive Motion Graphics
- GWDA372: Content Management Systems

### QUARTERS 7-9
- GWDA263: Web Standards
- GWDA272: Corporate Identity
- GWDA292: Experience Design
- GWDA315: Contemporary Issues in Typography
- GWDA323: Design Team: Pre-Production
- GWDA353: Server-Side Scripting
- GWDA363: Client-Side Scripting
- GWDA373: Advanced Server-Side Scripting
- GWDA382: Design for Mobile Devices
- GWDA413: Design Team: Production
- Program Elective

### QUARTERS 10-12
- CD400: Career Development
- GD416: Media Business Law
- GWDA210: Web Portfolio I
- GWDA313: Emerging Technologies
- GWDA330: Senior Project: Pre-Production
- GWDA403: Advanced Motion Graphics
- GWDA420: Web Portfolio II
- GWDA423: Senior Project Production
- INT419: Internship

### GENERAL EDUCATION
- ARTS1303: Art History I
- ENGL1301: English Composition
- MATH1310: College Mathematics
- ARTS1304: Art History II
- Humanities English Elective
- SPCH1315: Public Speaking
- Mathematics and Science Elective
- Mathematics and Science Elective
- PSYC2301: General Psychology
- Humanities History Elective
- Social Science Elective
- SOCI1306: Social Problems

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

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AUSTIN, TX 78728
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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 become familiar with the activities that will lead to successfully meeting the learning outcomes.