

# Graphic & Web Design (Graphic Concentration)

BACHELOR OF FINE ARTS — 180 CREDITS

PROGRAM FOCUS

QUARTERS 1-3

ART106  
Design Fundamentals

ART108  
Observational Drawing

ART109  
Image Manipulation

ART114  
Color Fundamentals

GD101  
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-Press 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  
Senior 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

SOC1306  
Social Problems

 **The Art Institute of Austin®**  
A branch of The Art Institute of Houston

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START DATE \_\_\_\_\_

LENGTH OF QUARTER \_\_\_\_\_

BREAKS BETWEEN QUARTERS \_\_\_\_\_

APPROX. HOURS IN CLASS PER WEEK \_\_\_\_\_

APPROX. HOURS OUTSIDE OF CLASS—HOMEWORK \_\_\_\_\_

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# Graphic & Web Design (Graphic Concentration) (BFA)

## COURSE DESCRIPTIONS

ART106  
**DESIGN FUNDAMENTALS**  
This introductory course will explore the principles of design, and introduce and develop the creative process. Design elements and relationships will be identified and employed to establish a basis for aesthetic sensitivity and critical analysis. Design will be presented as a tool of communication.  
*Prerequisite: None*  
*Credits: 3*

ART108  
**OBSERVATIONAL DRAWING**  
This course involves the observation and translation of three-dimensional form into two-dimensional drawings. Starting with simple shapes and progressing to more complex organic forms, students will build skill levels in composition and line quality, through the use of tone, light, and shadow.  
*Prerequisite: None*  
*Credits: 3*

ART109  
**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: 3*

ART114  
**COLOR FUNDAMENTALS**  
This fundamental course will provide an introduction to the principles 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 to render color effects for print and electronic production methods. In addition, the psychological and cultural aspects of color will be explored, as well as their role in the design process.  
*Prerequisite: None*  
*Credits: 3*

CD400  
**CAREER DEVELOPMENT**  
This course prepares students for the business environment and the transition into an applied arts profession. It emphasizes the concepts of professionalism and an overall understanding of self-marketing in the field. Professional development tools are presented, including resume and cover letter writing, networking, and interviewing skills. Freelance business operating practices such as negotiations of contracts, pricing and estimation of services, ethical guidelines, and pertinent tax laws will be addressed.  
*Prerequisite: None*  
*Credits: 3*

GD101  
**DIGITAL ILLUSTRATION I**  
This course advances the students' understanding of the computer as an artist tool. Building on previous courses in drawing, concept development, and introductory computer-aided design, students will be asked to generate a number of expressive solutions that address specific illustrative problems, both technical and creative. As part of this course, students will be given the opportunity to develop their digital illustration skills by exploring numerous tools and techniques to obtain desired results.  
*Prerequisite: None*  
*Credits: 3*

GD111  
**TYPOGRAPHY—TRADITIONAL**  
This course is an introduction to 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 will work in a traditional context of hand-rendering type and also be introduced to contemporary typesetting technology.  
*Prerequisite: None*  
*Credits: 3*

GD212  
**DIGITAL PHOTOGRAPHY FOR DESIGNERS**  
This course introduces students to the fundamental terminology, concepts, and techniques of digital photography. It focuses on the principles of using color, composition, lighting, and other techniques for overall thematic and visual effects of photographic images.  
*Prerequisite: ART109 Image Manipulation*  
*Credits: 3*

GD416  
**MEDIA BUSINESS LAW**  
This course covers the multiple facets of media business law. Topics include: an overview of the legal system, contracts, personal property, intellectual property, copyright, and additional legal and ethical business issues as it impacts media and design professionals.  
*Prerequisite: None*  
*Credits: 3*

GD417  
**SENIOR PROJECT**  
Students will develop an independent project. Developing a long-term assignment and extending the skills learned in previous studio classes are emphasized.  
*Prerequisite: GD224 Corporate Identity, CD400 Career Development, or expressed permission by program director*  
*Credits: 3*

GD421  
**E-PORTFOLIO**  
This course will guide students through the process of compiling their work into a final interactive portfolio. This course will also stress the importance of professional development and help the student obtain the necessary completion of the initial job search requirements.  
*Prerequisite: GD415 Web Animation, or expressed permission by program director*  
*Credits: 3*

GWDA101  
**APPLICATIONS AND INDUSTRY**  
Web design and graphic design applications, tools, and industry practices. Includes file management practices, basics of markup language and styling. Introduction to illustration and image manipulation software relevant to the web design and graphic design industries.  
*Prerequisite: None*  
*Credits: 3*

GWDA102  
**RAPID VISUALIZATION**  
This course introduces the philosophy behind illustration, emphasizing conceptual visual problem solving and quick sketching methods to portray ideas. It also highlights the uses of illustration in the graphic design and advertising industries. Assignments will focus on black and white and color techniques, using contrast, values, composition and function.  
*Prerequisite: None*  
*Credits: 3*

GWDA105  
**CONCEPT DESIGN**  
This course will emphasize the conceptualization process of design and its function in solving given problems. The student will use creative problem solving and research techniques, specifically: problem identification, analysis, brainstorming and idea refinement.  
*Prerequisite: GWDA111 Introduction to Layout Design*  
*Credits: 3*

GWDA111  
**INTRODUCTION TO LAYOUT DESIGN**  
This class will concentrate on utilizing design principles and theories in problem solving, focusing on the importance of layout composition. Emphasis will be on the process of design development from thumbnails to comprehensives, layout, and the use of grid systems for multi-component layouts.  
*Prerequisite(s): GD111 Typography – Traditional, ART109 Image Manipulation*  
*Credits: 3*

GWDA122  
**TYPOGRAPHY—HIERARCHY**  
This course is a continuation of the study of traditional typography. Exercises and projects focus on the hierarchical qualities of typography. The development of marketable, original, and creative problem solving solutions will also be examined with an emphasis on creative techniques. Industry standard software will be used in the development of digital typography and hierarchal skills.  
*Prerequisite: GD111 Typography – Traditional*  
*Credits: 3*

GWDA202  
**INTERFACE DESIGN**  
An exploration of the synthesis of visual and information design principles. This course will examine the conceptual and practical design of interfaces. Students discuss interface design heuristics and user interface patterns and explain their importance. The components of the interface design process such as sketches, mood boards, wireframes, visual comprehensives, and prototypes are executed.  
*Prerequisite: GD111 Typography – Traditional*  
*Credits: 3*

GWDA203  
**PRE-PRESS PRODUCTION**  
This course prepares students in the electronic preparation of simple designs. Image reproduction, color specification, file preparation procedures, and binding and finishing techniques will be explored. Discussion of various printing processes and paper selections are covered in this class.  
*Prerequisite: GWDA222 Intermediate Layout Design*  
*Credits: 3*

GWDA207  
**DESIGN HISTORY**  
This course examines the influences of societal trends, historical events, technological developments and the fine arts on contemporary graphic design, illustration, typographic design, architectural design, photography and fashion design trends in general. Through lectures, supplied visual examples, independent research and design assignments, the student's study a variety of major design influences. The students also study how to research and utilize a wide variety of design styles.  
*Prerequisite: None*  
*Credits: 3*

GWDA209  
**GRAPHIC DESIGN PORTFOLIO I**  
This course prepares students for the transition to the professional world. This course will prepare students for the industry by helping them compile a portfolio. Students will demonstrate their conceptual, design, craftsmanship, and other skills as they assemble and refine their portfolio projects. Working individually with an instructor, each student will select 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(s): GWDA282 Collateral Design, GWDA312 Publication Design*  
*Credits: 3*

GWDA212  
**TYPOGRAPHY – EXPRESSIVE AND EXPERIMENTAL**  
Emphasis is placed on the expressive potential of typography. How the form of the written letter affects meaning is studied experimentally. The emphasis is on design elements from the perspective of history, psychology, and artistic interpretation executed with digital tools.  
*Prerequisite: GWDA122 Typography - Hierarchy*  
*Credits: 3*

GWDA213  
**TIMELINE ANIMATION AND INTERACTION**  
Use timeline animation in the development of interactive interfaces and experiences. Concept development and storyboarding will be explored. Designing and delivering low-bandwidth animations, presentations, and web sites will be explored, as well as, basic scripting capabilities. The course covers design, standards, procedures, and delivery. Emphasis is placed on industry standards, ensuring compatibility (browser/platform), and developing a complete product from concept to delivery.  
*Prerequisite: GD101 Digital Illustration I*  
*Credits: 3*

GWDA222  
**INTERMEDIATE LAYOUT DESIGN**  
This advanced layout course enhances and reflects skills developed in fundamental design courses. Critical analysis will be applied through the usage of type and layout to create clear, communicative design. Portfolio-quality projects will be developed as part of this process.  
*Prerequisite: GWDA111 Introduction to Layout Design*  
*Credits: 3*

GWDA223  
**INTERMEDIATE WEB PAGE SCRIPTING**  
Students expand their prior knowledge of HTML and CSS by learning additional methods for structuring and styling web page content. The ability to style multi-column layouts and various interface components is explored. Students participate in visual design critiques, evaluate the designs and code of existing websites, and use CSS to visually design the presentation of HTML content.  
*Prerequisite: IMD131 Introduction to Scripting Languages*  
*Credits: 3*

GWDA232  
**FORM AND SPACE**  
Form and Space involves the formal understanding and manipulation of the basic-organizing principals of the 3 dimensional worlds. Point, line, plane, mass, volume, density and form are discussed. Students learn to create and discuss 3-D situations using basic hand tools and readily available materials. Form and Space also involves the relationship of perceptual issues to manipulate the 3-D situation.  
*Prerequisite: ART106 Design Fundamentals*  
*Credits: 3*

GWDA242  
**GRAPHIC SYMBOLISM**  
This course examines the importance of graphic symbols in design. Logos and other symbolic images will be examined in historic and contemporary contexts. Graphic elements including typography, simplified imagery, and abstract shapes will then be utilized to create individual logo designs and other symbolic images.  
*Prerequisite: ART106 Design Fundamentals*  
*Credits: 3*

GWDA252  
**ADVANCED LAYOUT DESIGN**  
This course will explore various means of indicating, placing and manipulating visual elements in page design, systematically developing strong and creative layout solutions by means of a cumulative, conceptual design process. The ability to effectively integrate photographs, illustrations, and display and text type will be developed using page composition software.  
*Prerequisite: GWDA222 Intermediate Layout Design*  
*Credits: 3*

GWDA262  
**PACKAGE DESIGN**  
Exploration of the design process in package design and the challenges of adapting 2D designs to 3D forms, both simple and complex. Projects will explore materials, structure, aesthetics, production methods, marketing objectives and budgetary constraints.  
*Prerequisite: GWDA222 Intermediate Layout Design*  
*Credits: 3*

GWDA272  
**CORPORATE IDENTITY**  
Students will investigate the use of corporate design and identity for branding. Further exploration of corporate ID as a branding tool in advertising, marketing and social media will be employed. Comprehensive corporate identity systems, as well as, additional business collateral and a Graphic Standards Manual will be developed.  
*Prerequisite: GWDA111 Introduction to Layout Design*  
*Credits: 3*

GWDA282  
**COLLATERAL DESIGN**  
The role that collateral design plays in the support of advertising campaigns is introduced and developed. Students explore various collateral design techniques, direct mail, business-to-business, business-to-consumer, non-profit, trade, and social media. The process of multiple-presentation techniques and media formats are emphasized.  
*Prerequisite: GWDA272 Corporate Identity*  
*Credits: 3*

GWDA302  
**INFORMATION DESIGN**  
In this course we will explore the role of visual communication design (graphic design) in communicating information in visual form. Emphasis is placed on competency in research, production, and presentation of advanced-level projects that encompass the use of information design in graphic visual communication.  
*Prerequisite(s): GWDA111 Introduction to Layout Design, GWDA242 Graphic Symbolism*  
*Credits: 3*

GWDA303  
**INTERACTIVE MOTION GRAPHICS**  
Students expand on the narrative structure in a time-based environment. The advanced principles and practices of digital audio & media in an interactive design setting are explored. Preparing and using current digital audio and video programs for delivery online is employed. Emphasis is placed on the implementation via scripting in an interactive authoring application.  
*Prerequisite: GWDA213 Timeline Animation and Interaction*  
*Credits: 3*

GWDA305  
**ART DIRECTION**  
This course will examine the role of the art director in producing multi-faceted design projects. Working in teams, students will coordinate their creative efforts, from concept to finished output. By encouraging a team approach, the course will further enhance students' leadership, communications and negotiation skills.  
*Prerequisite: GWDA282 Collateral Design*  
*Credits: 3*

GWDA312  
**PUBLICATION DESIGN**  
This intermediate course focuses on computer based page layout. Emphasis will be placed on design, multiple page layout, type management, high-end output file management, and static and digital publications.  
*Prerequisite: GWDA222 Intermediate Layout Design*  
*Credits: 3*

GWDA315  
**CONTEMPORARY ISSUES IN TYPOGRAPHY**  
The use of typographic techniques inspired by contemporary type designers will also be explored. Students will define multiple typographic styles found in history. Development of type centered visual communications will be implemented to create marketable pieces.  
*Prerequisite: GWDA122 Typography - Hierarchy*  
*Credits: 3*

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.

GWDA352  
**HISTORY OF TYPOGRAPHY**  
Students will explore the history of typographic styles from the historical through the present day. The study of type, type faces and the evolution of printed letters from hand type to metal type to digital type will be discussed. The difference between typographers and printers of type will be investigated.  
*Prerequisite: GWDA212 Typography – Expressive and Experimental*  
*Credits: 3*

GWDA362  
**FONT DESIGN**  
Students will explore the creation of typographic form. The discussion of type nuances, legibility and reader comprehension will be researched. Development of a personalized typeface will be implemented.  
*Prerequisite: GWDA212 Typography – Expressive and Experimental*  
*Credits: 3*

GWDA403  
**ADVANCED MOTION GRAPHICS**  
Students expand on the narrative structure in a time-based environment. The advanced principles and practices of digital audio & media in an interactive design setting are explored. Preparing and using current digital audio and video programs, for delivery online is employed. Emphasis is placed on the implementation via scripting in an interactive authoring application.  
*Prerequisite: GWDA122 Typography - Hierarchy*  
*Credits: 3*

GWDA409  
**GRAPHIC AND WEB DESIGN CAPSTONE**  
Students in this course present a comprehensive understanding of their academic experience. Proficiency will be demonstrated in both studio and general education courses through a written, oral, and visual presentation.  
*Prerequisite: GWDA272 Corporate Identity*  
*Credits: 3*

GWDA419  
**GRAPHIC DESIGN PORTFOLIO II**  
This course aims to prepare students for 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 will demonstrate an advanced skill-set in areas as process, conceptual thinking, design, web design, craftsmanship, and other skills, as projects are refined and assembled into a cohesive, comprehensive body of work. Particular emphasis will be placed on identifying short- and long-term professional employment goals, industry and professional related resources and standards, portfolio development and presentation strategies.  
*Prerequisite: GWDA209 Graphic Design Portfolio I*  
*Credits: 3*

GWDA422  
**HAND LETTERING**  
Various media will be utilized to create market-specific hand-drawn word mark families. Students will learn to create visual messages through the use of hand lettering.  
*Prerequisite: GWDA212 Typography – Expressive and Experimental*  
*Credits: 3*

IMD131  
**INTRODUCTION TO SCRIPTING LANGUAGES**  
Students will develop and refine basic programming skills needed to design, develop, and produce practical applications with a specific scripting or programming language.  
*Prerequisite: ART109 Image Manipulation I or approval of Dept. Director*  
*Credits: 3*

INT419  
**INTERNSHIP**  
Through a field internship experience, students will be able to apply their skills in a real and practical situation. The main objectives of the internship are to allow students the opportunity to observe and participate in the operation of successful businesses related to their fields of study. The students will gain the experience they need to enter the field when they graduate.  
*Prerequisite: CD400 Career Development*  
*Credits: 3*

GENERAL EDUCATION REQUIREMENTS (All courses are 4 CREDITS):*	
ARTS1303	Art History I
ARTS1304	Art History II
ENGL1301	English Composition
MATH1310	College Mathematics
PSYC2301	General Psychology
SOCI1306	Social Problems
SPCH1315	Public Speaking

Humanities English Elective (choose one):	
ENGL1302	Introduction to Literature
ENGL2307	Creative Writing
ENGL2311	Business Writing for Professionals
ENGL3511	Literature and Film Analysis

Humanities History Elective (choose one):	
HIST1301	U.S. History I
HIST1302	U.S. History II
HIST2321	World Civilizations I
HIST2322	World Civilizations II

Mathematics and Science Elective (choose two):	
BIOL1308	Biology
ENVR1401	Environmental Science
MATH4332	Mathematics for Decision Making
PHYS1301	Physics

Social Science Elective (choose one):	
PSYC2319	Social Psychology
PSYC3019	Human Sexuality

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Introduction to Scripting Languages

QUARTERS 4-6

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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

GWDA333  
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  
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Social Science Elective

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