

Graphic Design

ASSOCIATES OF APPLIED SCIENCE — 90 CREDITS

PROGRAM FOCUS

QUARTERS 1-2

ART106
Design Fundamentals

ART108
Observational Drawing

ART109
Image Manipulation

ART114
Color Fundamentals

GD101
Digital Illustration I

GD111
Typography—Traditional

GD212
Digital Photography for Designers

GD219
Graphic Symbolism

QUARTERS 3-4

GD204
Layout Design

GD207
Advanced Image Manipulation

GD214
Typography—Hierarchy

GD216
Digital Layout

GD218
Print Production

GD224
Corporate Identity

Program Elective

QUARTER 5-6

CD400
Career Development

GD227
Digital Pre-Press

GD331
Publication Design

GD350
Portfolio

GD417
Senior Project

INT419
Internship

Program Elective

GENERAL EDUCATION

ENGL1301
English Composition

MATH1310
College Mathematics

Humanities History Elective

Social Science Elective

Mathematics and Science Elective

SPCH1315
Public Speaking



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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 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/austin/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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073019

Graphic Design (AAS)

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

GD204

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 roughs to comprehensives, layout, and the use of grid systems for multi-component layouts.

Prerequisite(s): GD111 Typography—Traditional and ART109 Image Manipulation

Credits: 3

GD207

ADVANCED IMAGE MANIPULATION

This course builds upon the ART109 Image Manipulation course to integrate raster and vector graphics with concerns for varied formats, including web and print graphics. Upon successful completion of the course, the student will demonstrate advanced research, conceptual development, and execution through the use of industry-standard raster-image software.

Prerequisite: ART109 Image Manipulation

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

GD214

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 or expressed permission by program director

Credits: 3

GD216

DIGITAL LAYOUT

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(s): GD204 Layout Design, GD212 Digital Photography for Designers

Credits: 3

GD218

PRINT 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: GD204 Layout Design

Credits: 3

GD219

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

GD224

CORPORATE IDENTITY

The role of communication design in creating comprehensive corporate identity systems is the focus of this course. An analysis of corporate objectives and practical applications will be the basis for developing a structured corporate identity system, including logo design, color, symbols, and branding. Other business collateral may also apply (stationery, business cards, signage and packaging vehicles). Students will study and analyze effective corporate identity systems through case studies. Project solutions will require innovative thinking and alternative design approaches with creative, intense use of otherwise traditional media output.

Prerequisite: GD204 Layout Design

and GD219 Graphic Symbolism

Credits: 3

GD227

DIGITAL PRE-PRESS

Students complete multiple-page electronic pre-press documents that include scanned and edited images, object-defined graphics and text through the integration of a variety of file types. The place of electronic page make-up in modern print production is studied.

Prerequisite(s): GD204 Layout Design,

GD212 Digital Photography for Designers, and GD218 Print Production

Credits: 3

GD331

PUBLICATION DESIGN

This class will focus on creating a publication, hierarchy, grid, page sequence, and spreads. The publication will be typographically oriented with a combination of images, color and texture, as well as a typographical relationship to the subject of the publication.

Prerequisite: GD216 Digital Layout or expressed permission by program director

Credits: 3

GD350

PORTFOLIO

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, production, 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: 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(s): GD224 Corporate Identity,

CD400 Career Development, or expressed permission by program 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

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.

GENERAL EDUCATION REQUIREMENTS

(All courses are 4 CREDITS):*

ARTS1303	Art History I
ARTS1304	Art History II
ENGL1301	English Composition
MATH1310	College Mathematics
SPCH1315	Public Speaking

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 one):

BIOL1308	Biology
ENVR1401	Environmental Science
MATH4332	Mathematics for Decision Making
PHYS1301	Physics

Social Science Elective (choose one):

PSYC2301	General Psychology
SOCI1306	Social Problems

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