## Graphic Design

### 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**

**Quarters 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

### Student Consumer Information

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 unsuccessfully 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.

**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 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 principles will be identified and employed to establish a basis for aesthetic sensitivity and critical analysis. Design will be presented as a tool for communication.
Prerequisite: None
Credit: 3

ART108
OBSERVATIONAL DRAWING
This course involves the observation and interpretation of shapes and forms 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
Credit: 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
Credit: 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
Credit: 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
Credit: 3

CD101
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-aided design, students will be asked to generate a number of expressive solutions that respond to 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
Credit: 3

CD107
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 displays and text type will be developed using page composition software.
Prerequisites: GD204 Layout Design, GD212 Digital Photography for Designers
Credit: 3

CD191
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
Credit: 3

CD211
GRAPHIC SYMBOLOGY
This course explores the importance of graphic symbols in design. Logos and other symbolic images will be examined in historic and contemporary contexts. Graphic elements from a variety of cultures and historical periods will be considered. Abstract shapes will then be utilized to create individual logo designs and other symbolic images. Prerequisites: ART106 Design Fundamentals
Credit: 3

CD224
CORPORATE IDENTITY
The role of communication design in creating comprehensive corporate identity systems in this course of study. An analysis of corporate objectives and practical applications will be the basis for designing a structured corporate identity system, including logo design, color, symbols, and branding. Other topics include corporate naming, corporate identity systems for various types of business (e.g., service business, design), corporate style guides, product and packaging design, and brand awareness. A project will be developed which will demonstrate an advanced skill set in areas such as process, production, creativity, and business-to-business, 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
Credit: 3

CD175
SPECIAL PROJECT
Students will develop an independent project. Developing a long-term assignment and extending the skills learned in previous studio classes are emphasized. Prerequisites: GD204 Corporate Identity, GD200 Career Development, or expressed permission by program director
Credit: 3

INT197
INTERNSHIP
Through a field internship experience, students will be able to apply their skills in a professional environment. The 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.
Prerequisites: GD200 Career Development
Credit: 3

PSYC2301
General Psychology
Credits: 3

ENVR1401
Environmental Science
Credits: 3

MATH1310
College Mathematics
Credits: 3

PHYS1301
Physics
Credits: 3

HUM1303
Art History I
Credits: 3

ART109
Art History II
Credits: 3

ENGL1301
English Composition
Credits: 3

MATH1310
College Mathematics
Credits: 3

COP2131
Public Speaking
Credits: 3

HIST2321
World Civilizations I
Credits: 3

HIST2322
World Civilizations II
Credits: 3

INT419
INTRODUCTION TO BUSINESS
Credits: 3

MATH1310
College Mathematics
Credits: 3

ART109
Humanities History Elective
Credits: 3

HIS1301
U.S. History I
Credits: 3

HIS1302
U.S. History II
Credits: 3

HIS1321
World Civilizations I
Credits: 3

HIS1322
World Civilizations II
Credits: 3

SPCH1315
Public Speaking
Credits: 3

PSYC2301
General Psychology
Credits: 3

SOC1360
Social Problems
Credits: 3

INT419
INTRODUCTION TO BUSINESS
Credits: 3

ART109
COURSE DESCRIPTIONS

Credits describe the learning opportunities that are provided through the classroom and coursework. It is a tool that students can use to participate in the activities that will lead to successfully meeting the learning outcomes.