

Graphic & Web Design - Graphic Design Concentration

BACHELOR OF FINE ARTS — 180 CREDITS

PROGRAM FOCUS

QUARTERS 1-3

FNDA105
Design Fundamentals

FNDA110
Observational Drawing

FNDA135
Image Manipulation

FNDA150
Digital Color Theory

GWDA101
Applications and Industry

GWDA102
Rapid Visualization

GWDA103
Digital Illustration

GWDA111
Introduction to Layout Design

GWDA112
Typography—Traditional

GWDA122
Typography—Hierarchy

GWDA133
Fundamentals of Web Design

GWDA232
Form & Space

QUARTERS 4-6

GWDA105
Concept Design

GWDA202
Interface Design

GWDA203
Prepress and Print Production

GWDA212
Typography—Expressive & Experimental

GWDA222
Intermediate Layout Design

GWDA242
Graphic Symbolism

GWDA243
Object Oriented Scripting

GWDA252
Advanced Layout Design

GWDA262
Package Design

GWDA273
Intermediate Web Design

GWDA282
Collateral Design

PHOA101
Principles of Photography

QUARTERS 7-9

GWDA207
Design History

GWDA209
Portfolio I

GWDA272
Corporate Identity

GWDA302
Information Design

GWDA303
Interactive Motion Graphics

GWDA305
Art Direction

GWDA323
Design Team Pre-Production

GWDA382
Design for Mobile Devices

Graphic Design Elective

QUARTERS 10-12

GWDA308
Business of Graphic Design

GWDA406
Internship

GWDA409
Graphic Design Capstone

GWDA413
Design Team Production

GWDA419
Portfolio II

GENERAL EDUCATION

ENCA101
English Composition I

ENCA102
English Composition II

MATA101
College Algebra
OR
MATA115
Applied Mathematics

ARHA125
History of Western Art I

ARHA126
History of Western Art II

MATA201
College Geometry

ENGA201
Creative Writing

ENCA206
Elements of Copywriting
OR
ENCA204
Technical Writing

PSYA101
Introduction to Psychology

COMA112
Principles of Communication

Psychology Elective

Social Science Elective

ARHA226
Postmodernism and Contemporary Art

Computer Science Elective

General Education Elective

Humanities Elective

Science Elective



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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/miami/student-consumer-information>

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073019

Graphic & Web Design - Graphic Design Concentration (BFA)

COURSE DESCRIPTIONS

FNDA105

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(s): None

Credits: 3

FNDA110

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(s): None

Credits: 3

FNDA135

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(s): None

Credits: 3

FNDA150

DIGITAL COLOR THEORY

Introduction to the principles of color and an exploration of color theory as it relates to media.

Prerequisite(s): None

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(s): 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(s): FNDA110

Credits: 3

GWDA103

DIGITAL ILLUSTRATION

This course advances the student's understanding of the computer as an artist's 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(s): 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(s): None

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): FNDA135

Credits: 3

GWDA112

TYPOGRAPHY-TRADITIONAL

This course is an introduction of 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(s): None

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(s): GWDA112

Credits: 3

GWDA133

FUNDAMENTALS OF WEB DESIGN

An introduction to the terms, technologies, trends, and best practices of the interactive design industry. Students design, develop, and upload a simple web site using HTML and basic CSS. The importance of writing valid and semantic code is emphasized. Basic website production stages and requirements such as naming conventions, file organization, project development life cycle, and image optimization are also covered.

Prerequisite(s): None

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(s): GWDA111

Credits: 3

GWDA203

PREPRESS AND 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(s): GWDA222

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 students study a variety of major design influences. The students also study how to research and utilize a wide variety of design styles.

Prerequisite(s): FNDA105

Credits: 3

GWDA209

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): See Department Director

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(s): GWDA122

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(s): GWDA111

Credits: 3

GWDA232

FORM AND SPACE

Form and Space involves the formal understanding and manipulation of the basic-organizing principals of the three-dimensional worlds. Point, line, plane, mass, volume, density and form are discussed. Students learn to create and discuss 3D situations using basic hand tools and readily available materials. Form and Space also involves the relationship of perceptual issues to manipulate the 3D situation.

Prerequisite(s): GWDA222

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(s): GWDA133

Credits: 3

GWDA243

OBJECT-ORIENTED SCRIPTING

Students will be introduced to JavaScript utilizing the Document Object Model. Refining and enhance programming skills will be employed. The student gains experience developing advanced applications using specific computer languages.

Prerequisite(s): GWDA133

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(s): GWDA222

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(s): GWDA232

Credits: 3

GWDA272

CORPORATE IDENTITY

Students will investigate the use of corporate design and identity for branding. Further exploration of corporate identity 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(s): GWDA111

Credits: 3

GWDA273

INTERMEDIATE WEB DESIGN

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(s): GWDA133

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(s): GWDA252

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): GWDA282

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 and 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(s): GWDA213

Credits: 3

GWDA305

ART DIRECTION

This course introduces 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(s): None

Credits: 3

GWDA308

BUSINESS OF GRAPHIC DESIGN

This course is structured to investigate the wide ranges of both traditional and emerging business topics and considerations, preparing students as they transition into a media and design profession. Concepts of professionalism, expected business needs, an understanding of self-marketing, proposals and project management, and intellectual property and contractual issues will be addressed.

Prerequisite(s): None

Credits: 3

GWDA323

DESIGN TEAM: PRE-PRODUCTION

Real-world web pre-production through small teams is examined. Assessing client needs, pre-production assets, project management, and communication will be emphasized. Students will work in production groups to examine business problems and must determine the source problem, ascertain a working solution and implement a functional model complete with proposals, design, technical, and quality assurance documentation.

Prerequisite(s): GWDA209

Credits: 3

GWDA382

DESIGN FOR MOBILE DEVICES

Students will learn to create custom solutions for content delivery on mobile devices by developing web application and device application user interface tools optimized for delivery on mobile devices. Students will work in class with mobile devices to learn needs, restrictions of designing for mobile devices as well as test student-designed interfaces.

Prerequisite(s): None

Credits: 3

GWDA406

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(s): See Department Director

Credits: 2

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.

GWDA409

GRAPHIC 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(s): None

Credits: 3

GWDA413

DESIGN TEAM: PRODUCTION

A continuation of Design Team Pre-Production. Real-world web production and delivery through small teams is further explored. Emphasis on assessing client needs, utilizing pre-production assets, production scripting, as well as, project management, and communication. The application and implementation of business, design and programming skills students have acquired will be demonstrated. Design solutions appropriate to a targeted market will be emphasized. Critical analysis, problem identification, and idea refinement/implementation will be the focus in producing a portfolio quality project.

Prerequisite(s): GWDA323

Credits: 3

GWDA419

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(s): None

Credits: 2

GWDA453

INTERACTIVE COMMUNICATION: DEVELOPMENT AND DELIVERY

Students individually develop, market, and present an advanced interactive digital publication.

Prerequisite(s): GWDA407

Credits: 3

PHOA101

PRINCIPLES OF PHOTOGRAPHY

Students will identify basic photographic tools and their intended purposes, including the proper use of aperture, shutter speed, ISO, focal length, and light metering. Students will analyze photographs and produce their own visually compelling images by employing professional photographic techniques and digital workflow.

Prerequisite(s): None

Credits: 3

GENERAL EDUCATION REQUIREMENTS

(68 CREDITS):*

ARHA125	History of Western Art I
ARHA126	History of Western Art II
ARHA226	Postmodernism and Contemporary Art
COMA112	Principles of Communication
GE Computer Science	Science Elective
ENCA101	English Composition I
ENCA102	English Composition II
ENCA204	Business and Technical Writing
OR	
ENCA206	Elements of Copywriting
ENGA201	Creative Writing
MATA101	College Algebra
OR	
MATA115	Applied Mathematics
GE Humanities	Elective
GE Social Sciences	Elective
GE Psychology	Elective
GE Science	Elective
GE Elective	
MATA201	College Geometry
PSYA101	Introduction to Psychology

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Observational Drawing
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Image Manipulation
- FNDA150
Digital Color Theory
- GWDA101
Applications and Industry
- GWDA103
Digital Illustration
- GWDA111
Introduction to Layout Design
- GWDA112
Typography—Traditional
- GWDA122
Typography—Hierarchy
- GWDA123
Programming Logic
- GWDA132
Information Architecture
- GWDA133
Fundamentals of Web Design

QUARTERS 4-6

- GWDA105
Concept Design
- GWDA201
Audio and Video
- GWDA202
Interface Design
- GWDA204
Introduction to Writing for Interactive Media
- GWDA209
Portfolio I
- GWDA213
Timeline Animation & Interaction
- GWDA222
Intermediate Layout Design
- GWDA243
Object Oriented Scripting
- GWDA263
Web Standards
- GWDA272
Corporate Identity
- GWDA273
Intermediate Web Design
- GWDA283
Advanced Web Page Design

QUARTERS 7-9

- ADVA407
E-Commerce Strategies & Analytics
- GWDA303
Interactive Motion Graphics
- GWDA313
Emerging Technologies
- GWDA317
Interactive Communication, Planning & Research
- GWDA318
Interactive Industry & Business Operations
- GWDA323
Design Team: Pre-Production
- GWDA253
Authoring for Interaction
- GWDA372
Content Management Systems
- GWDA382
Design for Mobile Devices

QUARTERS 10-12

- GWDA406
Internship
- GWDA407
Interactive Communication, Usability & Prototyping
- GWDA413
Design Team: Production
- GWDA419
Portfolio II
- GWDA453
Interactive Communication, Development, & Delivery

GENERAL EDUCATION

- ENCA101
English Composition I
- ENCA102
English Composition II
- MATA101
College Algebra
OR
MATA115
Applied Mathematics

- ARHA125
History of Western Art I
- ARHA126
History of Western Art II
- MATA201
College Geometry

- ENGA201
Creative Writing
- ENCA206
Elements of Copywriting
OR
ENCA204
Technical Writing
- PSYA101
Introduction to Psychology
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- Computer Science Elective
- General Education Elective
- Humanities Elective
- Science Elective



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073019

Graphic & Web Design - Web Design Concentration (BFA)

COURSE DESCRIPTIONS

ADVA407

E-COMMERCE STRATEGIES AND ANALYTICS

Explore various metrics and analytics tools for tracking the social and consumer behaviors of online visitors. Students will apply these tools by selecting appropriate key performance indicators (KPIs) for a campaign, identifying and responding to trends in real time, and generating and evaluating reports to determine campaign success. Students will formulate appropriate recommendations and data-driven decisions to optimize online activities. *Prerequisite(s): GWDA308 or See Department Director*
Credits: 3

FNDA105

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(s): None*
Credits: 3

FNDA110

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(s): None*
Credits: 3

FNDA135

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(s): None*
Credits: 3

FNDA150

DIGITAL COLOR THEORY

Introduction to the principles of color and an exploration of color theory as it relates to media. *Prerequisite(s): None*
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(s): None*
Credits: 3

GWDA103

DIGITAL ILLUSTRATION

This course advances the student's understanding of the computer as an artist's 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(s): 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(s): None*
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): FNDA135*
Credits: 3

GWDA112

TYPOGRAPHY-TRADITIONAL

This course is an introduction of 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(s): None*
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(s): GWDA112*
Credits: 3

GWDA123

PROGRAMMING LOGIC

Students acquire basic programming skills needed to design, develop, and produce practical applications with a specific scripting or programming language. The course addresses sound programming practices, structured logic, and object-oriented concepts, including methods, properties, events, and handlers. *Prerequisite(s): None*
Credits: 3

GWDA133

FUNDAMENTALS OF WEB DESIGN

An introduction to the terms, technologies, trends, and best practices of the interactive design industry. Students design, develop, and upload a simple web site using HTML and basic CSS. The importance of writing valid and semantic code is emphasized. Basic website production stages and requirements such as naming conventions, file organization, project development life cycle, and image optimization are also covered. *Prerequisite(s): None*
Credits: 3

GWDA201

AUDIO AND VIDEO

Students will develop editing skills while communicating messages and telling stories through the introduction of various media and technology. Examining the latest advances in audio and video, computer graphics, special effects, editing, and the important role these new technologies play in digital video production will be employed. *Prerequisite(s): GWDA283*
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(s): GWDA111*
Credits: 3

GWDA204

INTRODUCTION TO WRITING FOR INTERACTIVE MEDIA

This course covers the process of copywriting for interactive media. Students explore the role of the writer as an individual or as a member of the creative team. *Prerequisite(s): None*
Credits: 3

GWDA209

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): See Department Director*
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 websites 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(s): None*
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(s): GWDA111*
Credits: 3

GWDA243

OBJECT-ORIENTED SCRIPTING

Students will be introduced to JavaScript utilizing the Document Object Model. Refining and enhance programming skills will be employed. The student gains experience developing advanced applications using specific computer languages. *Prerequisite(s): GWDA133*
Credits: 3

GWDA253

AUTHORING FOR INTERACTION

Students combine experience design concepts with advanced programming solutions. Emphasis placed on learning object-oriented approaches to developing dynamic/reusable rich media modules combined with data applications. *Prerequisite(s): GWDA273*
Credits: 3

GWDA263

WEB STANDARDS

An investigation into the importance of adhering to web standards and following accessibility guidelines. Students gain an understanding of how these best practices enable inclusive designs that address diverse user needs, contribute to improved Search Engine Optimization, and meet legal requirements such as Section 508. Students code and test sites for cross-browser compatibility, valid markup, and compliance with accessibility guidelines. *Prerequisite(s): GWDA243*
Credits: 3

GWDA272

CORPORATE IDENTITY

Students will investigate the use of corporate design and identity for branding. Further exploration of corporate identity 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(s): GWDA111*
Credits: 3

GWDA273

INTERMEDIATE WEB DESIGN

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(s): GWDA133*
Credits: 3

GWDA283

ADVANCED WEB DESIGN

An exploration of advanced methods for styling websites and creating page layouts. This course will examine the practical application of styling web page content, understanding cross-browser compatibility, and creating designs that display effectively on various devices. *Prerequisite(s): GWDA273*
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 and 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(s): GWDA213*
Credits: 3

GWDA313

EMERGING TECHNOLOGY

An examination of concepts and methodologies used in emerging technology. Students will research technical requirements for implementing the emerging technology and also discuss the potential impact on technological, social, and cultural change. A prototype and/or interactive marketing campaign will be produced to demonstrate understanding of the emerging technology. *Prerequisite(s): GWDA213*
Credits: 3

GWDA317

INTERACTIVE COMMUNICATION: PLANNING AND RESEARCH

This course covers real-world pre-production methods and research for interactive media. Emphasis is on content research, assessing client needs, pre-production assets, and planning of advanced interactive communication publications. *Prerequisite(s): GWDA204*
Credits: 3

GWDA318

INTERACTIVE INDUSTRY AND BUSINESS OPERATIONS

This course is structured to investigate the wide ranges of both traditional and emerging business topics and considerations, preparing students as they transition into an interactive media and design profession. *Prerequisite(s): GWDA101*
Credits: 3

GWDA323

DESIGN TEAM: PRE-PRODUCTION

Real-world web pre-production through small teams is examined. Assessing client needs, pre-production assets, project management, and communication will be emphasized. Students will work in production groups to examine business problems and must determine the source problem, ascertain a working solution and implement a functional model complete with proposals, design, technical, and quality assurance documentation. *Prerequisite(s): GWDA209*
Credits: 3

GWDA372

CONTENT MANAGEMENT SYSTEMS

Using an open source database program (MySQL), students practice the theory of database design by normalizing data, defining integrity relationships, and creating tables. Students also develop forms, reports, and search queries (MySQL) as they learn how to manage and manipulate data within a database. *Prerequisite(s): None*
Credits: 3

GWDA382

DESIGN FOR MOBILE DEVICES

Students will learn to create custom solutions for content delivery on mobile devices by developing web application and device application user interface tools optimized for delivery on mobile devices. Students will work in class with mobile devices to learn needs, restrictions of designing for mobile devices as well as test student-designed interfaces. *Prerequisite(s): None*
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.

GWDA406

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(s): See Department Director*
Credits: 2

GWDA407

INTERACTIVE COMMUNICATION:

Usability and Prototyping
Students design, prototype, and analyze effectiveness and usability of interactive projects. *Prerequisite(s): GWDA317*
Credits: 3

GWDA413

DESIGN TEAM: PRODUCTION

A continuation of Design Team Pre-Production. Real-world web production and delivery through small teams is further explored. Emphasis on assessing client needs, utilizing pre-production assets, production scripting, as well as, project management, and communication. The application and implementation of business, design and programming skills students have acquired will be demonstrated. Design solutions appropriate to a targeted market will be emphasized. Critical analysis, problem identification, and idea refinement/implementation will be the focus in producing a portfolio quality project. *Prerequisite(s): GWDA323*
Credits: 3

GWDA419

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(s): None*
Credits: 2

GWDA453

INTERACTIVE COMMUNICATION: DEVELOPMENT AND DELIVERY

Students individually develop, market, and present an advanced interactive digital publication. *Prerequisite(s): GWDA407*
Credits: 3

GENERAL EDUCATION REQUIREMENTS

(68 CREDITS):*

ARHA125	History of Western Art I
ARHA126	History of Western Art II
ARHA226	Postmodernism and Contemporary Art
COMA112	Principles of Communication
GE Computer Science	Elective
ENCA101	English Composition I
ENCA102	English Composition II
ENCA204	Business and Technical Writing
OR	
ENCA206	Elements of Copywriting
ENGA201	Creative Writing
MATA101	College Algebra
OR	
MATA115	Applied Mathematics
GE Humanities	Elective
GE Social Sciences	Elective
GE Psychology	Elective
GE Science	Elective
GE Elective	
MATA201	College Geometry
PSYA101	Introduction to Psychology

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