

# GRAPHIC ARTS (GRA)

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## GRA1110C APPLIED DESIGN 1 (3.00 Credits)

An introduction to the theory, history and practice of graphic design that explores a graphic designer's role in today's marketplace through lectures, speakers and field trips. Students will survey industry job titles including layout artist, package designer, web designer, advertising and branding design, as well as the increasing role of user experience and social networking design. Students will research and present a detailed examination of one facet of the industry. The class will also address ethics, copyright, and sustainability as well as business practices and professional organizations.

Total Contact Hrs: 72.00

Lecture Hrs: 32.00

Lab Hrs: 40.00

Fees: LABORATORY FEE \$33.00

Complete all the courses in one of the following options:

- Option 1 - Prerequisite: ART1300C (minimum grade: C)
- Option 2 - Prerequisite: ART2330C (minimum grade: C)

## GRA1144C WEB PUBLISHING (3.00 Credits)

This course is a basic course in designing web pages, web site architecture and navigation. Students will be instructed in the most current applications used for production of web pages. Proper coding of the pages using current web tools, with consideration of various platforms, will be provided. A special emphasis will be placed on interactivity design and page layout, and proper use of typography and images for delivery on the Internet. The class is portfolio driven, training students to follow a business process for analyzing client needs, conducting research and developing a concept for production within a budget.

Total Contact Hrs: 72.00

Lecture Hrs: 32.00

Lab Hrs: 40.00

Fees: LABORATORY FEE \$33.00

Complete all the courses in the following option:

- Prerequisite: PGY1801C (minimum grade: C)

## GRA1151C ILLUSTRATION DESIGN 1 (3.00 Credits)

This course addresses the concepts and techniques necessary to create computer-generated illustrations for use in print, web and multimedia applications. Students will work with software packages utilized by professional designers. Assignments include the creation of technical illustrations, business graphics (charts, maps, tables, and diagrams) and art for other applications. The class is portfolio driven, training students to follow a business process for analyzing client needs, conducting research and developing a concept for production within a budget.

Total Contact Hrs: 72.00

Lecture Hrs: 32.00

Lab Hrs: 40.00

Fees: LABORATORY FEE \$33.00

## GRA1201C TYPOGRAPHIC DESIGN (3.00 Credits)

This course is an introduction to computerized typography. The emphasis is on the visual effects of type as a design and communication element. Students will form an understanding of the fundamental rules related to type design, such as kerning and leading. The primary focus of the instruction will be in how type is used in contemporary graphic design applications, but some practice in hand lettering will be included as well as a study of the how various type styles are designed. Also included is a study of font management, postscript, and handling of digital files. Students will solve a variety of problems commonly encountered in the production of a body of type for both print and electronic output.

Total Contact Hrs: 72.00

Lecture Hrs: 32.00

Lab Hrs: 40.00

Fees: LABORATORY FEE \$33.00

Complete all the courses in the following option:

- Prerequisite: ART1300C (minimum grade: C)

## GRA2121C PUBLICATION DESIGN (3.00 Credits)

This course introduces the student to principles governing page layout and the design of publications. The industry standard software will be used for the production of professional looking publications which may include magazines, news- letters, catalogs, newspapers, books, or annual reports. Topics covered include the basic principles of effective typography; the use of grids; integration of graphics and photos into publications; basic information design principles, working with spot, process color and separations, principles of page assembly and other methodologies to design and produce a variety of single- and multi-page publications.

Total Contact Hrs: 72.00

Lecture Hrs: 32.00

Lab Hrs: 40.00

Fees: LABORATORY FEE \$33.00

GRA2134C USER EXPERIENCE & INTERFACE DESIGN (3.00 Credits)

This course provides students with a general overview of User Experience Design ("UX") and User Interface Design ("UI"), paying special attention to mobile usage contexts and building a career in the field. By identifying the users needs, and mapping out the most efficient pathways to their goals the designer will use color, typography, iconography, photography and spacial relationships to make a user interface that expedites the journey.

Total Contact Hrs: 72.00

Lecture Hrs: 30.00

Lab Hrs: 42.00

Complete all the courses in one of the following options:

- Option 1 - Prerequisite: PGY1801C (minimum grade: C)
- Option 2 - Prerequisite: CTS1851C (minimum grade: C)
- Option 3 - Prerequisite: DIG2100C (minimum grade: C)

GRA2157C ILLUSTRATION DESIGN II (3.00 Credits)

This advanced illustration class will expand the students' visual problem-solving vocabulary to include informational graphics, mapmaking and editorial illustration. Illustrations will use digital 2D and 3D solutions. In addition, students will incorporate natural material and construction into the process of illustration design. For informational graphics, students will research complex ideas and synthesize them into easily understood visual representations.

Total Contact Hrs: 72.00

Lecture Hrs: 32.00

Lab Hrs: 40.00

Fees: LABORATORY FEE \$33.00

Complete all the courses in the following option:

- Prerequisite: GRA1151C (minimum grade: C)

GRA2171C BRAND AND AD DESIGN (3.00 Credits)

This course will introduce advertising and marketing principles. Students will apply design and technical skills introduced in foundation level classes. The focus will be on solving real- world advertising and promotional problems, carrying projects from initial concept to final presentation of the product. Projects will satisfy the current industry client base which demands that a graphic artist conceive a given graphic idea for production in a variety of print outputs, as well as output for the Web, TV and multimedia. The class is portfolio driven, training students to follow a business process for analyzing client needs, conducting research and developing a concept for production within a budget.

Total Contact Hrs: 72.00

Lecture Hrs: 32.00

Lab Hrs: 40.00

Fees: LABORATORY FEE \$33.00

Complete all the courses in the following option:

- Prerequisite: GRA1151C (minimum grade: C)

GRA2180C APPLIED DESIGN II (3.00 Credits)

The student will apply all the knowledge acquired in previous courses to this portfolio building class. Projects will cover the full spectrum of graphic design jobs, including advertising, identity systems, packaging, wayfinding systems, and site-specific design. The designer will produce examples to show potential clients and/or employers the range of their skills. Sustainable design ideals will employed, assessed and communicated to the class with each project. The goal is to find the most eco-friendly design solutions while educating the client and meeting their needs.

Total Contact Hrs: 72.00

Lecture Hrs: 32.00

Lab Hrs: 40.00

Fees: LABORATORY FEE \$33.00

Complete all the courses in one of the following options:

- Option 1 - Prerequisite: GRA1110C (minimum grade: C)
- Option 2 - Prerequisite: GRA2190C (minimum grade: C)

GRA2185C DESIGN PRODUCTION (3.00 Credits)

This course is an advanced level course that forms an integral part of the final skills needed to complete the Graphic Design Technology A.S. Degree requirements. It is intended to support the portfolio and internship courses by providing practice in advanced concept formulation and art direction strategies and practical experience in production of their portfolio at a service bureau.

Total Contact Hrs: 72.00

Lecture Hrs: 32.00

Lab Hrs: 40.00

Complete all the courses in the following option:

- Prerequisite: GRA1151C (minimum grade: C)

**GRA2190C INTRODUCTION TO GRAPHIC DESIGN (3.00 Credits)**

This course is an introduction to the theory, practice, materials, techniques, and production methods used in graphic arts, pointing out how various layout techniques lead to a printed piece. Intended for art majors who wish to pursue a BFA degree in graphic design or want to seek entry level employment.

Total Contact Hrs: 96.00

Lecture Hrs: 32.00

Lab Hrs: 64.00

Fees: LABORATORY FEE \$15.00

Complete all the courses in the following option:

- Option 1 - Prerequisite: ART1201C and ART1300C and ART1600C (minimum grade: C)

**GRA2191C GRAPHIC DESIGN II (3.00 Credits)**

Communication and creativity theory for graphic designers, featuring preparation of art for reproduction using the computer as a graphic design problem-solving tool, combining text, image and digital design. Intended for art majors who wish to pursue a BFA degree in Graphic Design or want to seek entry-level employment.

Total Contact Hrs: 96.00

Lecture Hrs: 32.00

Lab Hrs: 64.00

Fees: LABORATORY FEE \$15.00

Complete all the courses in one of the following options:

- Option 1 - Prerequisite: GRA2190C (minimum grade: C)
- Option 2 - Prerequisite: GRA1110C (minimum grade: C)

**GRA2403 PRINCIPLES OF PROJECT MANAGEMENT (3.00 Credits)**

Students in this course will gain a comprehensive understanding of the skills required of project managers. This includes software presentation training, instruction in monitoring and controlling projects, procurement planning techniques, and an introduction to using project management software.

Total Contact Hrs: 48.00

Lecture Hrs: 48.00

**GRA2425C PORTFOLIO & BUSINESS OF DESIGN (3.00 Credits)**

Students will collect their work into a print and web portfolio that represents their mastery of the skills and standards of the graphic design program. This capstone class will include business practices, ethics, contracts and copyright issues. Issues of sustainability and environmental sensitivity will be stressed.

Total Contact Hrs: 72.00

Lecture Hrs: 32.00

Lab Hrs: 40.00

Fees: LABORATORY FEE \$33.00

Complete all the courses in the following option:

- Prerequisite: GRA1151C (minimum grade: C)

**GRA2754C WEB DESIGN II (3.00 Credits)**

Extends students' expertise in web design, this class will add advanced CSS, HTML5, Flash, search engine optimization, content management system and integration, as well as usability assessment and interface design. The student will also integrate social media, podcasting and blogging into web development.

Total Contact Hrs: 72.00

Lecture Hrs: 32.00

Lab Hrs: 40.00

Fees: LABORATORY FEE \$33.00

Complete all the courses in the following option:

- Prerequisite: GRA1144C (minimum grade: C)

GRA2810C SEO & SOCIAL MEDIA DESIGN (3.00 Credits)

Design, analyze and create marketing strategies for brands and their presence on the Internet. Students will use Google Analytics, and other SEO tools to increase the ranking of their client companies. Student will also strategize the use of FaceBook, Twitter, Instagram, and any other social media platforms to present and interact with customers to improve the companys perceptions as valued brands.

Total Contact Hrs: 72.00

Lecture Hrs: 30.00

Lab Hrs: 42.00

Complete all the courses in one of the following options:

- Option 1 - Prerequisite: GRA1144C (minimum grade: C)
- Option 2 - Prerequisite: CTS1851C (minimum grade: C)
- Option 3 - Prerequisite: DIG2100C (minimum grade: C)

GRA2940C GRAPHIC DESIGN INTERNSHIP (1.00 Credits)

This course is a culmination of the Graphic Design two years A.S. Program. Students will learn the necessary business protocol and job interviewing skills that will place them in an internship situation. The intern will work in a studio setting, e.g., advertising agency, graphic design department of a large company, commercial printing business, etc. The experience will involve all duties usually associated with the current graphic design profession. Interns are expected to complete project assignments from start to finish with minimal guidance from the sponsoring entity/establishment.

Total Contact Hrs: 272.00

Lecture Hrs: 16.00

Other Hrs: 256.00

Fees: LABORATORY FEE \$33.00

Complete all the courses in the following option:

- Pre or Corequisite: GRA2425C (minimum grade: C)