Graphic Design (GRD)

Courses

LECT 2 hrs, LAB 3 hrs
A studio course providing an introduction to drawing, type and image by exploring the formal qualities and elements of design using the most current vector-base illustration software for graphic designers. Emphasis on communication ideas, concepts, good form, linear structure and compositional layout.
Prerequisites: ART-130.

GRD-109. Computer Graphics for Designers II. 3 Credits.
LECT 2 hrs, LAB 3 hrs
A continuation of GRD 108 to develop visualizing techniques and skills by introducing additional software programs. In addition to the latest vector-based illustration/draw program, GRD 109 will include learning the most current page-layout, and photo/paint software in addition to an illustration/draw program to support the creation of two-dimensional projects as it applies to printed material.
Prerequisites: ART-130 and GRD-108.

GRD-110. History of Graphic Design. 3 Credits.
LECT 3 hrs
This is a lecture course that provides an overview of major graphic design movements and design styles. The focus is on important graphic design innovations and breakthrough technologies. The student is introduced to graphic design masters and masterpieces and is familiarized with major design studios and advertising agencies. A classic foundational textbook is recommended reading which is supported by slide presentations, videos, websites and trade articles.

GRD-111. Introduction to Computer Graphics. 3 Credits.
LECT 2 hrs, LAB 1 hr
Instruction focuses on the use of the computer as a visual tool and the emphasis is on creative visual output. An overview of various graphic software programs including paint, draw and page layout applications support the creation of two-dimensional design projects as it applies to printed material.
Prerequisites: ART-130, ART-122 or MED-114
Additional Fees: Course fee applies.

GRD-116. Electronic Prepress. 3 Credits.
LECT 2 hrs, LAB 3 hrs
This course provides the student with the basic vocabulary and fundamental understanding of the techniques and processes involved in both traditional mechanical layout and the contemporary counterpart of electronic prepress preparation for printed material. Students manipulate the elements of typography, photography, illustration and text to create camera-ready art and electronically ready art and finished traditional and electronically ready art and finished traditional and electronic electronics. Field trips to a printing facility and/or service bureau may be included.
Prerequisites: ART-122, ART-130, GRD-111, GRD-118, GRD-120
Additional Fees: Course fee applies.

GRD-117. Digital Prepress. 3 Credits.
LECT 2 hrs, LAB 3 hrs
This course provides the student with the basic vocabulary and fundamental understanding of the techniques and processes involved in both traditional mechanical layout and the contemporary counterpart of electronic prepress preparation for printed material. Students manipulate the elements of typography, photography, illustration and text to create camera-ready art and electronically ready art and finished traditional and electronically ready art and finished traditional and electronic electronics. Field trips to a printing facility and/or service bureau may be included.
Prerequisites: ART-122 ART-130 GRD-118 GRD-120 and GRD-109 or GRD-110.

GRD-118. Typography I. 3 Credits.
LECT 2 hrs, LAB 3 hrs
Emphasis is based on developing a typographic vocabulary, identifying and recognizing type fonts and exploring type as a design element. Students engage in the skills of hand lettering and compositional layout while addressing letter proportion, anatomy, structure and typographic space. Communication design problems emphasize typography as the primary design focus.
Prerequisites: ART-130 or COM-114
Additional Fees: Course fee applies.

GRD-120. Graphic Design I. 3 Credits.
LECT 2 hrs, LAB 3 hrs
This course introduces professional creative problem solving in graphic design. Emphasis is based on the fundamentals of critical thinking, the critique process and effectively integrating concepts with the principles of design. Students engage in visual research, thumbnail sketching and refining rough process sketches by hand. The use of art and design to meet the communication needs of business and industry are explored.
Prerequisites: ART-130 or COM-114
Additional Fees: Course fee applies.

GRD-200. Freelancing for Designers. 1 Credit.
LECT 1 hr
This course introduces the student to the entrepreneurial side of creativity and provides them with the information and tools needed to begin a freelance career and what is expected of them in the professional arena.

GRD-215. Commercial Illustration. 3 Credits.
LECT 2 hrs, LAB 3 hrs
This course combines studio approaches and illustration techniques with an emphasis on communication, visual interpretation and the integration of illustration with typography. Students execute product renderings, editorial illustrations and illustrations for newspapers, magazines and books. Proper use of reference material is emphasized and the development of the working sketch is explored as the foundation of the finished illustration. Emphasis is on conceptual thought, non-verbal communication and drawing techniques for reproduction.
Prerequisites: ART-130
Additional Fees: Course fee applies.
GRD-218. Typography II. 3 Credits.
LECT 2 hrs, LAB 3 hrs
A continuation of Typography I with a concentration on creating type design solutions using the computer. Emphasis is on applying the rules of typography, using graphic software effectively, exploring visual hierarchy and engaging in interpretive typography to develop the typographic message.  
**Prerequisites:** GRD 108, GRD 118, GRD 120 AND GRD 109 or GRD 111  
**Additional Fees:** Course fee applies.

GRD-220. Graphic Design II. 3 Credits.
LECT 2 hrs, LAB 3 hrs
A continuation of Graphic Design I with an exploration of more advanced design problem solving and the development of design aesthetics. Emphasis is placed on developing comprehensive layouts that meet the needs of industry standards. Projects may include branding, corporate ID, posters, packaging and select visual communication designs. Field trips to art departments, studios and agencies may be included.  
**Prerequisites:** GRD-118, GRD-120 and GRD-109 or GRD-111  
**Additional Fees:** Course fee applies.

GRD-227. Portfolio Project. 3 Credits.
LECT 2 hrs, LAB 3 hrs
This course is an examination and application of a variety of methods for assembling and presenting graphic art and design in a professional manner. This course focuses on portfolio preparation, presentation and interview procedures. Formal and informal critiques assist the student in defining strengths and career goals. This course should be scheduled during the student's final semester.  
**Prerequisites:** Permission of department chair.

GRD-229. Cooperative Work Experience-Related Class. 1 Credit.
LECT 1 hr
A related class designed to supplement work experience. Weekly meetings include readings, discussions, written assignments and critical analysis of the work experience.  
**Prerequisites:** GRD-108, GRD-109, GRD-117, GRD-118, GRD-120, GRD-220 or GRD-225 and Portfolio Review with permission of department chair  
**Corequisites:** GRD-232.

GRD-230. Computer Assisted Illustration. 3 Credits.
LECT 2 hrs, LAB 3 hrs
A continuation of the study of commercial illustration techniques with the integration of typography. Students explore computer color illustration and image manipulation, and work with scanned photography, digitized illustrations, laser and inkjet prints. Students execute product and editorial illustrations with emphasis on combining fine art and graphic art processes to create sophisticated portfolio projects.  
**Prerequisites:** GRD 108, GRD 118, GRD 120 AND GRD 109 or GRD 111  
**Additional Fees:** Course fee applies.

GRD-232. Graphic Design Internship/Cooperative Work Experience. 3 Credits.
LECT 3 hrs
Practical work experience within the realm of graphic design and advertising. Students perform work for cooperating employers in advertising agencies, graphic design studios or corporate art departments. Practical work experience may include design assignments at printing facilities or other communication-based businesses.  
**Prerequisites:** GRD-108, GRD-109, GRD-117, GRD-118, GRD-120, GRD-220, GRD-250, GRD-255. A minimum 2.5 GPA and permission of department chair.  
**Corequisites:** GRD-229.

GRD-240. Computer Assisted Page and Cover Design. 3 Credits.
LECT 2 hrs, LAB 3 hrs
This is an intermediate lecture/studio course designed to further develop skills in publication design with the goal of designing the Promethean Literary and Arts magazine. In the professional environment of a publication design studio format, students work as a creative team of editors, designers and proofreaders to develop the Promethean from concept to final product, under a specialist's supervision. Lecture topics include organizational planning, purpose, content, typeface selection, illustration/photography, paper stock, bindings, covers and management skills. Utilizing current industry software, students have the opportunity to design and produce a finished professional in-house publication for the College and for their portfolios. Graphic design issues, historical, cultural and technical, are addressed in the design of the Publication.  
**Prerequisites:** Permission of department chair  
**Additional Fees:** Course fee applies.

GRD-250. Brochure and Magazine Design. 3 Credits.
LECT 1 hr, LAB 4 hrs
This course trains the person familiar with traditional layout procedures. It stresses transferring manual board skills to the electronic screen. Brochures, magazines, web pages, newspaper pages and a variety of other print materials are practiced. This course examines theory, styles, trends and the mechanics of cover and page design to create portfolio projects.  
**Prerequisites:** GRD 108, GRD 118, GRD 120 AND GRD 109 or GRD 111  
**Additional Fees:** Course fee applies.

GRD-255. Advertising Design. 3 Credits.
LECT 1 hr, LAB 4 hrs
This course is designed to further develop concept and design skills with the goal of creating an advertising campaign. Implementing an ad agency format, students will work in creative teams to research and develop the advertising campaign from initial concept to final production. Lecture topics include organizational planning, purpose, content, casting production techniques, illustration/photography supervision, as well as management skills, all stressed while the creative execution of the advertising takes place. Assignments consist of print ads, TV commercials, sales promotion, packaging, posters, billboards and web design. Utilizing current standard industry principles, students have the opportunity to design and produce a finished professional product for their portfolio. Advertising issues, historical, cultural and technical, are addressed. A tour of a Manhattan ad agency might be included.  
**Prerequisites:** permission of department chair  
**Additional Fees:** Course fee applies.
GRD-262. Branding for the Web and Other Media. 3 Credits.
LECT 2 hrs, LAB 2 hrs
The course approaches graphic design from a page layout perspective. Students apply the principles learned in Graphic Design courses to arrive at a well-designed brand identity and presence that works within the overall semiotic branding experience for the Web and other media.
Prerequisites: ART 130, ART 122, GRD 118, GRD 120 AND GRD 111 or GRD 109.

GRD-291. Special Topics in Graphic Design. 3 Credits.
LECT 2 hrs, LAB 3 hrs
An examination of selected topics or issues in Graphic Design. Topics may differ each time the course is offered. Students should consult designated Graphic Design faculty for further information.
Prerequisites: A selected course in Graphic Design
Additional Fees: Course fee applies.

GRD-292. Special Topics in Graphic Design. 3 Credits.
LECT 3 hrs
An examination of selected topics or issues in Graphic Design. Topics may differ each time the course is offered. Students should consult designated Graphic Design faculty for further information.
Prerequisites: A selected course in Graphic Design
Additional Fees: Course fee applies.

GRD-293. Special Topics in Graphic Design. 1 Credit.
LECT 1 hr
An examination of selected topics or issues in Graphic Design. Topics may differ each time the course is offered. Students should consult designated Graphic Design faculty for further information.
Prerequisites: Permission of department chair.