

Graphic Design (GRD)

Courses

GRD-108. Computer Graphics for Designers I. 3 Credits.

LECT 30 hrs LAB 45 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 composition layout.

GRD-109. Computer Graphics for Designers II. 3 Credits.

LECT 30 hrs LAB 45 hrs

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-dimension projects as it applies to printed material.

GRD-110. History of Graphic Design. 3 Credits.

LECT 45 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-117. Digital Prepress. 3 Credits.

LECT 30 hrs LAB 45 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 mechanicals. Field trips to a printing facility and/or service bureau may be included.

Prerequisites: GRD-108, GRD-109, GRD-118 and GRD-120.

GRD-118. Typography I. 3 Credits.

LECT 30 hrs LAB 45 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.

Additional Fees: Course fee applies.

GRD-120. Graphic Design I. 3 Credits.

LECT 30 hrs LAB 45 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.

Additional Fees: Course fee applies.

GRD-200. Freelancing for Designers. 1 Credit.

LECT 15 hrs

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-202. Professional Practice. 3 Credits.

LECT 45 hrs

This course addresses the many facets of successfully growing a freelance or full-time professional practice in Graphic Design. Course content will include preparing and presenting a cohesive body of work while acquiring the skills to prosper in the profession.

Prerequisites: GRD-117, GRD-218, GRD-220.

GRD-215. Commercial Illustration. 3 Credits.

LECT 30 hrs LAB 45 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.

Additional Fees: Course fee applies.

GRD-218. Typography II. 3 Credits.

LECT 30 hrs LAB 45 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 30 hrs LAB 45 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-108, GRD-109, GRD-118, GRD-120

Additional Fees: Course fee applies.

GRD-227. Portfolio Project. 3 Credits.

LECT 30 hrs LAB 45 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 15 hrs

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 30 hrs LAB 45 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 an emphasis on combining fine art and graphic art processes to create sophisticated portfolio projects.

Prerequisites: GRD-108, GRD-109, GRD-118 and GRD-120

Additional Fees: Course fee applies.

GRD-232. Graphic Design Internship/Cooperative Work Experience. 3 Credits.

LECT 45 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 30 hrs LAB 45 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 30 hrs LAB 45 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-109, GRD-118 and GRD-120

Additional Fees: Course fee applies.

GRD-255. Advertising Design. 3 Credits.

LECT 30 hrs LAB 45 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 30 hrs LAB 45 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: GRD-109, GRD-118, and GRD-120.

GRD-291. Special Topics in Graphic Design. 3 Credits.

LECT 30 hrs LAB 45 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 30 hrs LAB 45 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 15 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: Permission of department chair

Additional Fees: Course fee applies.