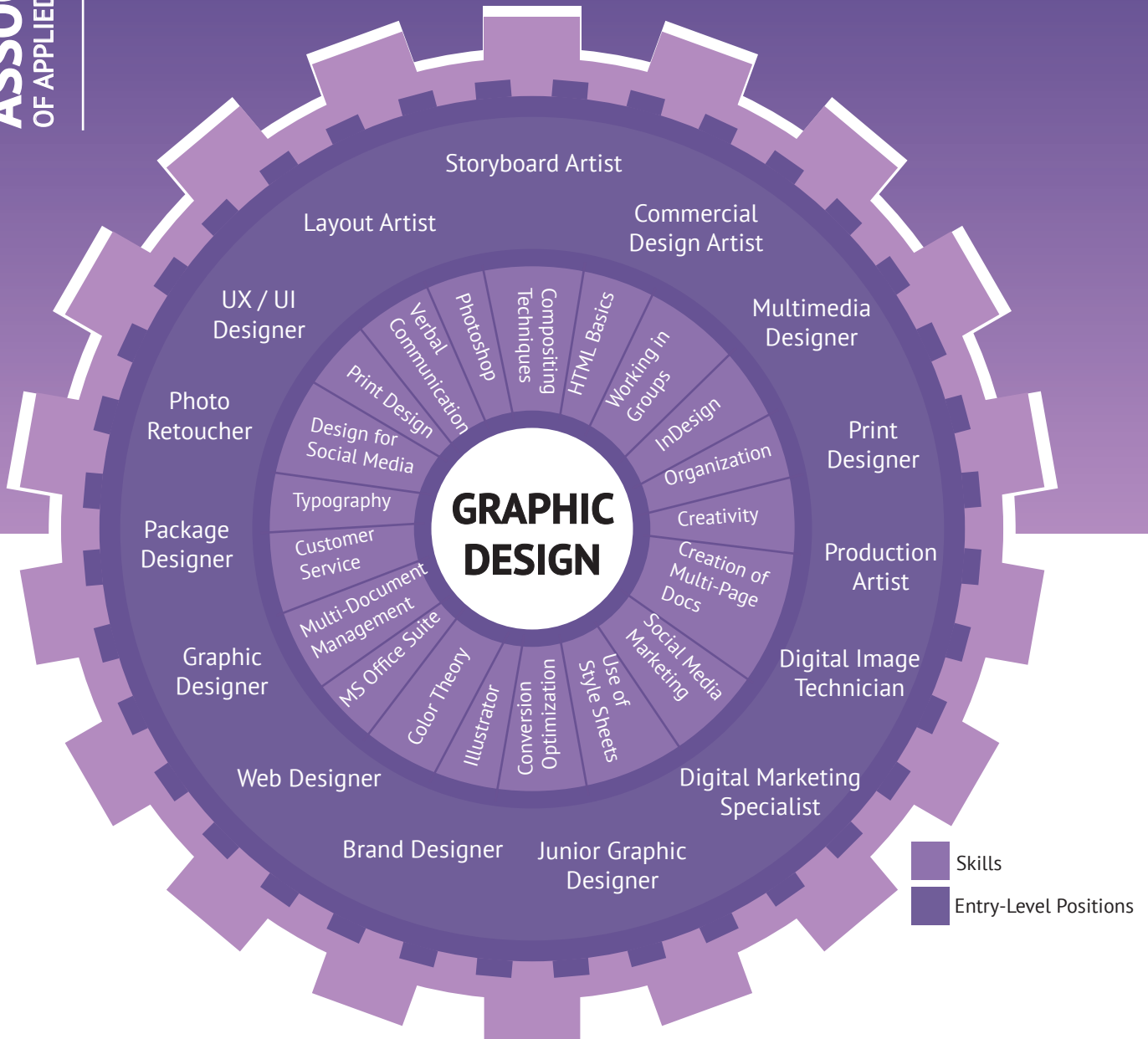# GRAPHIC DESIGN

The Associate of Applied Science Degree: Graphic Design program prepares the student the technical knowledge and the creative process principles necessary for an entry-level position in the commercial communication art field and in the expanding field of digital publishing.

Skills (inner ring): Verbal Communication, Photoshop, Compositing Techniques, HTML Basics, Working in Groups, InDesign, Organization, Creativity, Creation of Multi-Page Docs, Social Media Marketing, Use of Style Sheets, Conversion Optimization, Illustrator, Color Theory, MS Office Suite, Multi-Document Management, Customer Service, Typography, Design for Social Media, Print Design

GRAPHIC DESIGN

Entry-Level Positions (outer ring): Storyboard Artist, Commercial Design Artist, Multimedia Designer, Print Designer, Production Artist, Digital Image Technician, Digital Marketing Specialist, Junior Graphic Designer, Brand Designer, Web Designer, Graphic Designer, Package Designer, Photo Retoucher, UX / UI Designer, Layout Artist

Legend:
- Skills
- Entry-Level Positions

Jobs listed are possible positions and not a guarantee of employment.

1-3 YEARS OF EXPERIENCE

Mid-Level Graphic Designer
Interactive Graphic Designer
Web Front End Developer
Visual Communications Coordinator
Jr. Art Director
Sr. Graphic Designer

5+ YEARS OF EXPERIENCE

Art Director
Creative Director
Web Developer
Production Manager
Pre-Press Manager

PLATT COLLEGE
DIGITAL ■ MEDIA ■ DESIGN

A.A.S. IN GRAPHIC DESIGN CURRICULUM

TERM 1

DD101 Digital Production
(4.5 semester credit hours/100 clock hours)
Digital Production (DD101) will focus on the hardware and software needed for Digital Print Production. The skills introduced are: printing processes, use of color, layout techniques, basic Bezier curve construction, image editing, and in-depth use of the layout program used in the industry, Adobe InDesign. Also included are the basic business practices, freelance fundamentals and working ethics. The course also offers basic software orientation in Adobe Illustrator and Photoshop along with introducing differences in Mac and PC platforms.

DES101 Design Basics
(4.5 semester credit hours/100 clock hours)
Design Basics (DES101) Introduces the formal elements of line, shape, color, texture and composition as well as the graphic principles of balance, repetition, scale, and unity. Students learn the organization, combination, or manipulation of these elements essential in achieving good design. Further topics introduce conceptual thinking, thumbnail development, research, and critique.

TYP101 Typography
(4.5 semester credit hours/100 clock hours)
Typography (TYP101) Introduces students to the basic functions of Adobe InDesign. The emphasis is on typography in the study of graphic design and Digital Media design. The various assignments and exercises focus on the primary concerns and disciplines of typography such as choosing typefaces, modifying type through kerning, tracking, and leading. The choice of appropriate typefaces will also be addressed in the development of page layout and in the design of combination marks and logo design.

TERM 2

D102 Vector Graphics
(4.5 semester credit hours/100 clock hours)
Introduction to Vector Graphics (D102) is an introduction to vector graphics and illustration using Adobe Illustrator. Emphasis will be placed on mastering the pen tool, layers, combining shapes, gradients, gradient mesh and preparation of files for commercial output. The course focuses on both technical as well as creative processes applied toward design applications.

DPD102 Digital Publishing
(4.5 semester credit hours/100 clock hours)
Digital Publishing (DPD102) is an introduction to page layout and design utilizing Adobe InDesign. It explores the design and creation of print-ready publications and introduces tools for effectively combining text and graphics. Some of the main focus of the course include creative typography, graphic reproductions, and design and composition principles.

P102 Raster Graphics
(4.5 semester credit hours/100 clock hours)
Introduction to Raster Graphics (P102) is an introduction to pixel editing software, which includes image acquisition, color theory, resolution for commercial printing, and photo retouching. Industry standards as established by the NAPP (National Association of Photoshop Professionals) are emphasized. Technical efficiency in Adobe Photoshop and creative approaches toward design problem resolution are goals of the course. Photography as a medium will be used to practice elements of design along with understanding the historical, technical and commercial aspects of photography.

TERM 3

GD103 Graphic Design for Advertising and Social Media
(4.5 semester credit hours/100 clock hours)
Graphic Design for Advertising and Social Media (GD103) course builds a familiarity with advanced graphic design trends, advertising theory and the use of social media and their application to both print and online graphics. Using presentations to develop client communication skills and standards for professional practice. To add an in depth understanding of Social Media and how to fertilize its functions and analytics to further develop the marketability of the graphic design graduate.

P103 Digital Imaging
(4.5 semester credit hours/100 clock hours)
Digital Imaging (P103) covers advanced digital imaging concepts, such as: file output and management, optimizing vector and raster images, resolving resolution issues, system configuration, calibration, troubleshooting, color correction, advanced photo manipulation and special effects. Advanced digital drawing techniques including, masks, blends, and other advanced techniques are also covered. Students learn to integrate artwork created from various applications into the final project, as well as how to use the various applications more efficiently. Emphasis is placed on effective use of design and workflow. Copyright laws are also discussed. The flexibility of print design suitable for online platform is also introduced.

WD103 Introduction to Web Design & Development
(4.5 semester credit hours/100 clock hours)
Introduction to Web Design and Development (WD103) introduces students to web design and development. Languages such as HTML & CSS will be covered using text editors. Graphics production for User Interface design and web page structure will also be covered. The course will aim to provide students with an understanding of the functionality of the Internet and the World Wide Web. Students will receive instruction that will enable them to create, edit and link HTML documents using a text editor. Students will learn to control and unify website styles using CSS. Students will also create web graphics and upload their personal websites and résumés to the World Wide Web using FTP.

PP100 Portfolio Project
(4.5 semester credit hours/100 clock hours)
No transfer credit accepted for this course.
As an outcome of the Portfolio Project, (Students at the AAS-level will create a print and online portfolio to demonstrate the skills and knowledge they have acquired throughout their program. Emphasis will be placed on presentation skills and strategies

GENERAL EDUCATION

ART103	Life Drawing
ART104	Creative Conceptions
ENS101	Environmental Science I
BUS104	Personal Financial Management
HUM140	History of Society in Art: 15th Century
HUM141	History of Society in Art: 15th - 20th Century
COM105	Oral Communications
ENG105	English Composition
CS110	Personal Branding