

Graphic Design

Graphic Design Degrees and Certificates

- 1
- Graphic Design

Graphic Design Classes

ART 130: Graphic Design Technology I

An introductory, comprehensive step-by-step instruction and explanation of the 'how' and 'why' behind the industry standard software skills of Adobe Creative Suite, including InDesign, Photoshop and Illustrator. Students will be introduced to each feature as they work through information, including projects, reviews and step-by-step tutorials.

Credits 5

Weekly Contact Hours 6

Meets Degree Requirements For
Humanities with Performance

ART 131: Graphic Design Technology II

Study of industry-standard software and how to integrate these programs into seamless communication, while producing works that conform to design principles and client expectations. Learn essential graphic-design terminology and continue developing knowledge and skills through advanced, hands-on projects implementing vector illustrations, page layouts, image manipulation and typography.

Credits 5

Weekly Contact Hours 6

Meets Degree Requirements For
Humanities with Performance

Prerequisites

[ART 130](#) or Instructor Permission

ART 134: Introduction to Graphic Design

Introductory studio inquiry into graphic communication, including concepts and practical applications of traditional and contemporary visual art. Covers symbols, typography, information design, visual concepts and three-dimensional graphic design. Lectures, readings, demonstrations, slide presentations and group exercises are applied to visual problem solving, using digital hardware and software tools.

Credits 5

Weekly Contact Hours 6

Meets Degree Requirements For
Humanities with Performance

ART 135: Graphic Design I

Covers foundations of two-dimensional visual graphic design, using basic computer skills, techniques and technology. Classic design elements of balance, harmony, variety and other design principles are explored and employed toward projects covering line and shape, type combinations, typography as design elements, color composition, drawing, photo, and collage.

Credits 5

Weekly Contact Hours 6

Meets Degree Requirements For
Humanities with Performance

ART 137: Typography

Focuses on using typography as the primary visual in design exploration, with text introduced as a design element. Includes font classification, composition and production techniques. Projects cover typographic history, effective use of type and letterforms, and working knowledge of effective typographic methodology to creatively solve communications problems.

Credits 5

Weekly Contact Hours 6

Meets Degree Requirements For
Humanities with Performance

ART 138: Digital Photography

An introduction to fundamentals of digital photography. Topics include learning to use and understand digital cameras, shooting techniques, lenses, correct exposure, lighting, composition, creative image enhancement and manipulation. Includes instruction on skills useful for graphic design.

Credits 5

Weekly Contact Hours 6

Meets Degree Requirements For
Humanities with Performance

ART 139: Publication Design & Layout

This foundation class for graphic designers identifies issues specific to publications and ways in which design principles and techniques are applied to solve them. Topics include effectively organizing content, using type and color, understanding the development of functional and visually engaging compositions, understanding visual and informational hierarchy, and typography.

Credits 5

Weekly Contact Hours 6

Meets Degree Requirements For
Humanities with Performance

ART 233: Packaging Design

Packaging design combines marketing and graphics with an emphasis on three-dimensional design. Packages are analyzed and positioned from a marketing point of view. Brand marks, visual graphics and color schemes are developed for individual products and more sophisticated related product lines. Typical assignments include food, fragrance and mass-market packaging designs.

Credits 5

Weekly Contact Hours 6

Meets Degree Requirements For

Humanities with Performance

Prerequisites

[ART 135](#)

ART 234: Graphic Design II

Studio course covering the process and purpose of graphic design. Projects include developing graphic design solutions for logos, branding, book jackets, packaging, posters, and advertising. Components of the design process including typography, layout, two-dimensional design principles, the job search, and student portfolios will be covered.

Credits 5

Weekly Contact Hours 6

Meets Degree Requirements For

Humanities with Performance

Prerequisites

[ART 139](#)

ART 235: Web Graphic Design

Introduction to Web Site Graphic Design stressing fundamental principles and their application to the Web. Beyond mastering technical details of software, the course focuses on the essential building blocks of color, type, and layout, in working toward professional, appealing & functional website designs.

Credits 5

Weekly Contact Hours 6

Meets Degree Requirements For

Humanities with Performance

Prerequisites

[ART 234](#)

ART 236: Graphic Design- Branding

Capstone class investigates each phase of the branding process through comprehensive coverage of key brand applications in graphic design and advertising. Gain insight into the art of designing individual brand applications: brand identity, promotional design, identification graphics, websites and advertising. Develops strategies for generating ideas and creating brands.

Credits 5

Weekly Contact Hours 6

Meets Degree Requirements For

Humanities with Performance

Prerequisites

[ART 235](#)