

GRAPHIC DESIGN (GRPH)

GRPH 101 History of Media and Design 3 cr.

A survey of the evolution of media and design from 1450 to the present in Europe and the United States. The course will cover the significant events and works in media and design communication, and will contextualize media and design history in terms of artistic achievement, technical innovation, and cultural expression. The course will identify and discuss media and design from the medieval period through the digital age.

GRPH 151 Graphic Design I 3 cr.

Graphic Design I is an introductory college-level course that provides foundational skills in industry-standard computer imaging, focusing on raster images, color techniques, and a variety of design software, including Adobe Photoshop. The course explores design applications across multiple media, such as print and interactive/online formats, introducing students to the computer as a tool for creating design and art. Emphasis is placed on raster-based images and the integration of raster and vector images to communicate effectively in design and illustration while exploring their unique visual qualities. Through a series of assignments that simulate real-world professional scenarios, students will develop problem-solving techniques, apply elements and principles of art, and hone verbal and visual conceptual skills. Lectures, exercises, individual and team projects, discussions, and both in-class and independent exploration will support their learning. Assignments require students to combine traditional media with digital technologies to expand their creative experiences. Code 3 course fee.

GRPH 152 Graphic Design II 3 cr.

Graphic Design II is an advanced college-level course that builds on foundational skills in industry-standard computer imaging. This emphasizes imaging for color, vector art, and illustration as well as developing various design and creative software skills via Adobe Illustrator. The course focuses on vector art creation through assignments geared toward multiple media outputs, including print and interactive/online applications. This course encourages students to integrate traditional art skills with digital tools, centering on vector art creation and the use of vector and raster images in design and illustration. Students will explore how combining these image types can enhance communication and produce unique visual effects. Through real-world assignments, students will develop problem-solving techniques, apply both traditional and conceptual verbal/visual skills, and refine their craft. Assignments require students to blend traditional media with digital technologies to deepen their creative practice. These skills are essential for students aiming to transfer or pursue careers in the graphic design industry. Code 3 course fee.

Prerequisite(s): GRPH 151

GRPH 251 InDesign and Typography 3 cr.

This course introduces document layout software InDesign to create page design as well as provides an introduction to the study of the letterform as a cornerstone of graphic design. In this course, students will learn the basic principles of visual concept, typography, and layout design by working on the projects such as letterhead, business cards, and brochure. It focuses on how typography and layout can be used as a communicative device as well as a graphic, compositional and expressive element. This will be accomplished through lectures, exercises, student team assignments, discussion, and exploration in and outside of the classroom. These skills are prerequisites for all those interested in transferring or for those interested working within the graphic design industries. Code 3 course fee.

Prerequisite(s): GRPH 151

GRPH 281 Graphics Portfolio 3 cr.

A course utilizing specific assignments from Digital Imagery, and InDesign and Typography to create a complete presentation package for a potential client. The student will be responsible for the development of a project from initial client interview through roughs, comps, mechanicals and dummies. Assignments identified in previous classes will be incorporated into this class so the student will develop a sense of continuity and will become familiar with all the ramifications inherent to production graphics. Code 3 course fee.

Prerequisite(s): GRPH 251