

Advertising and Graphic Design

The future belongs to those who can solve problems with courageous creativity. The Advertising and Graphic Design curriculum is designed to provide students with the knowledge and skills to be the next creative leaders in our community. The program graduates are prepared for employment in creative industries, including graphic and web design firms, advertising agencies, marketing communications, and in-house creative groups.

Students learn the development of concepts and design for a broad range of visual communication materials, including ads, brand identity programs, print collateral websites, and UX/UI applications.

For specific information about potential positions and wages in advertising and graphic design employment, visit the Central Piedmont Career Coach website.

GRD 110. Typography I. 3.0 Credits. Class-2.0. Clinical-0.0. Lab-3.0. Work-0.0

This course introduces the history and mechanics of type and its application to layout and design. Topics include typographic fundamentals, anatomy, measurements, composition, identification, and terminology. Upon completion, students should be able to demonstrate proficiency in design application, analysis, specification, and creation of typographic elements.

GRD 111. Typography II. 3.0 Credits. Class-2.0. Clinical-0.0. Lab-2.0. Work-0.0

This course is a continuation of GRD 110. Emphasis is placed on solving challenging typographic problems. Upon completion, students should be able to understand and demonstrate advanced typographic applications. Prerequisites: Take GRD 142 GRD 152

GRD 113. History of Graphic Design. 3.0 Credits. Class-3.0. Clinical-0.0. Lab-0.0. Work-0.0

This course covers the history of graphic design and visual communications. Topics include major trends, developments, influences, and directions. Upon completion, students should be able to understand, recognize, and analyze important historical and world-wide cultural influences found in today's marketing of ideas and products.

GRD 121. Drawing Fundamentals I. 2.0 Credits. Class-1.0. Clinical-0.0. Lab-3.0. Work-0.0

This course increases observation skills using basic drawing techniques and media in graphic design. Emphasis is placed on developing the use of graphic design principles, media applications, spatial considerations, drawing styles, and approaches. Upon completion, students should be able to show competence and proficiency in finished works.

GRD 131. Illustration I. 2.0 Credits. Class-1.0. Clinical-0.0. Lab-3.0. Work-0.0

This course introduces the application of rendering techniques to create illustrations. Emphasis is placed on controlling various media, methods, surfaces, design problems, and the appropriate media selection process. Upon completion, students should be able to produce quality illustrations from conception through finished artwork.

Prerequisites: Take ART 131 DES 125 or GRD 121; Take GRD 151

GRD 132. Illustration II. 2.0 Credits. Class-1.0. Clinical-0.0. Lab-3.0. Work-0.0

This course is a continuation of GRD 131. Topics include editorial, product, fashion, and advertising illustrations. Upon completion, students should be able to demonstrate increased proficiency in creating quality illustrations from conceptualization through finished artwork.

Prerequisites: Take GRD 131

GRD 141. Graphic Design I. 4.0 Credits. Class-2.0. Clinical-0.0. Lab-4.0. Work-0.0

This course introduces the conceptualization process used in visual problem solving. Emphasis is placed on learning the principles of design and on the manipulation and organization of elements. Upon completion, students should be able to apply design principles and visual elements to projects.

Corequisites: Take GRD 151 or GRA 151

GRD 142. Graphic Design II. 4.0 Credits. Class-2.0. Clinical-0.0. Lab-4.0. Work-0.0

This course covers the application of visual elements and design principles in advertising and graphic design. Topics include creation of various designs, such as logos, advertisements, posters, outdoor advertising, and publication design. Upon completion, students should be able to effectively apply design principles and visual elements to projects.

Prerequisites: Take ART 121 DES 135 or GRD 141

GRD 151. Computer Design Basics. 3.0 Credits. Class-1.0. Clinical-0.0. Lab-4.0. Work-0.0

This course covers designing and drawing with various types of software applications for advertising and graphic design. Emphasis is placed on creative and imaginative use of space, shapes, value, texture, color, and typography to provide effective solutions to advertising and graphic design problems. Upon completion, students should be able to use the computer as a creative tool.

GRD 152. Computer Design Techniques I. 3.0 Credits. Class-1.0. Clinical-0.0. Lab-4.0. Work-0.0

This course covers complex design problems utilizing various design and drawing software applications. Topics include the expressive use of typography, image, and organization to communicate a message. Upon completion, students should be able to use appropriate computer software to professionally present their work.

Prerequisites: Take GRD 141

GRD 167. Photographic Imaging I. 3.0 Credits. Class-1.0. Clinical-0.0. Lab-4.0. Work-0.0

This course introduces basic camera operations and photographic production. Topics include subject composition, depth of field, shutter control, light control, color, photo-finishing, and digital imaging, correction and output. Upon completion, students should be able to produce traditional and/or digital photographic prints with acceptable technical and compositional quality.

Prerequisites: Take GRD 151, minimum grade of C

GRD 180. Interactive Design. 3.0 Credits. Class-1.0. Clinical-0.0. Lab-4.0. Work-0.0

This course covers skills and techniques used in designing interactive presentations. Emphasis is placed on design, including interface design, color, illustration, scripting, audio, typography, and animated elements. Upon completion, students should be able to design and produce interactive presentations.

Prerequisites: Take GRD 151, or GRA 151; Take GRD 152

GRD 188. Graphic Design for Web I. 3.0 Credits. Class-2.0. Clinical-0.0. Lab-3.0. Work-0.0

This course introduces the application of graphic design principles to web sites and graphics for web/mobile device delivery. Emphasis is placed on visual communication and presentation principles applied to web sites, including page layout, typography, color theory, navigation, responsive design, and image optimization. Upon completion, students should be able to apply the principles of design in the creation of full and mobile websites.

GRD 240. User Interface and User Experience. 3.0 Credits. Class-2.0. Clinical-0.0. Lab-3.0. Work-0.0

This course introduces a design-centric approach to user interface and user experience design, and offers practical, skill-based instruction centered around a visual communications perspective. Emphasis is placed on demonstrating the stages of the UI/UX development process, including user research and analysis, choosing methodologies, defining a project's strategy, scope, and information architecture, developing sitemaps and wireframes, performing user testing, and producing prototypes. Upon completion, students should be able to demonstrate current best practices and conventions in UX design and apply them to create effective and compelling digital screen-based experiences.

GRD 241. Graphic Design III. 4.0 Credits. Class-2.0. Clinical-0.0. Lab-4.0. Work-0.0

This course is an advanced exploration of various techniques and media for advertising and graphic design. Emphasis is placed on advanced concepts and solutions to complex and challenging graphic design problems. Upon completion, students should be able to demonstrate competence and professionalism in visual problem solving.

Prerequisites: Take GRD 152

GRD 242. Graphic Design IV. 4.0 Credits. Class-2.0. Clinical-0.0. Lab-4.0. Work-0.0

This course is a continuation of GRD 241. Emphasis is placed on using advanced media techniques, concepts, strategies, and professionalism in all aspects of design. Upon completion, students should be able to conceptualize, create, and produce designs for reproduction. The course emphasizes the business of design and design for business.

Prerequisites: Take GRD 241

GRD 263. Illustrative Imaging. 3.0 Credits. Class-1.0. Clinical-0.0. Lab-4.0. Work-0.0

This course covers the creative manipulation of images utilizing digital techniques of masking, layering, airbrushing, and painting. Topics include the aesthetic analysis of visual imagery as well as the legalities of manipulating images. Upon completion, students should be able to utilize software applications to creatively manipulate and illustratively build digital images which accomplish design objectives.

Prerequisites: Take One: GRD 151 or GRA 151

GRD 265. Digital Print Production. 3.0 Credits. Class-1.0. Clinical-0.0. Lab-4.0. Work-0.0

This course covers preparation of digital files for output and reproduction. Emphasis is placed on output options, separations, color proofing, and cost and design considerations. Upon completion, students should be able to prepare files and select appropriate output methods for design solutions.

Prerequisites: Take GRD 152

GRD 271. Multimedia Design I. 2.0 Credits. Class-1.0. Clinical-0.0. Lab-3.0. Work-0.0

This course introduces the fundamentals of multimedia design and production for computer-related presentations. Topics include interface design, typography, storyboarding, scripting, simple animation, graphics, digital audiovideo, and copyright issues. Upon completion, students should be able to design and produce multimedia presentations.

Prerequisites: Take One: GRD 151 or GRA 151

GRD 273. New Media Design Communication. 2.0 Credits. Class-1.0. Clinical-0.0. Lab-3.0. Work-0.0

This course is designed to cover new media visual design communication, as well as computer-related interactivity production for implementation and presentation. Topics include graphic design for user interactivity, data visualization and motion graphics, social media, digital imaging for user content, mobile devices, and global information services, and creative direction for imaging, 2D and 3D modeling media design solutions. Upon completion, students should be able to design and produce various complex media with computer software imaging technologies that enable digital interactivity as well as motion graphics for global information services.

Prerequisites: Take One Set: Set 1: DES 135 and GRD 271; Set 2: GRD 142 and GRD 271

GRD 280. Portfolio Design. 4.0 Credits. Class-2.0. Clinical-0.0. Lab-4.0. Work-0.0

This course covers the organization and presentation of a design/advertising or graphic art portfolio and appropriate related materials. Emphasis is placed on development and evaluation of the portfolio, design and production of a resume and self-promotional materials, and interview techniques. Upon completion, students should be able to prepare and professionally present an effective portfolio and related self-promotional materials.

Prerequisites: Take GRD 242 GRD 282 GRD 288 GRD 131; Take ENG 111 COM 231 ART 115 MAT 110

GRD 282. Advertising Copywriting. 2.0 Credits. Class-1.0. Clinical-0.0. Lab-3.0. Work-0.0

This course covers copywriting for print, online, and digital advertising and promotion. Topics include advertising strategies, proposals, headlines, slogans, and text copy for various types of advertising. Upon completion, students should be able to develop content used to market and promote goods and services and comprehend the ethical and regulatory environment for advertising.

Prerequisites: Take One: ENG 110 or ENG 111

GRD 288. Graphic Design for Web II. 3.0 Credits. Class-2.0.

Clinical-0.0. Lab-3.0. Work-0.0

This course covers the advanced use of graphic design principles in front-end design for the multi-page websites. Emphasis is placed on online branding, responsive design, project management, UI/UX, web design using current web standards, and designing for content management systems. Upon completion, students should be able to employ the principles of design in the creation of websites across multiple platforms and devices.

Prerequisites: Take GRD 188