

# Graphic Design (GRD)

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**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.

Prerequisites: Take GRD 151 and GRD 141

**GRD 111. Typography II. 3.0 Credits.** Class-2.0. Clinical-0.0. Lab-3.0. 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 110

**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 introduces skills using basic drawing techniques and media in graphic design. Emphasis is placed on using design principles, media applications, spatial considerations, and drawing styles. Upon completion, students should be able to use drawing for conceptualization, visual communication, and graphic simplification.

**GRD 131. Illustration I. 3.0 Credits.** Class-1.0. Clinical-0.0. Lab-4.0. Work-0.0

This course introduces the application of rendering techniques to create illustrations in traditional and/or digital media. Emphasis is placed on appropriate media selection and using various techniques and methods to solve design problems. Upon completion, students should be able to produce illustrations from conception through finished artwork.

Prerequisites: Take One Set: Set 1: GRD 121; Set 2: ART 131; Set 3: GRD 141; Set 4: 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 to projects.

**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 graphic design principles. Topics include creation of various designs, such as branding, advertisements, and publication design. Upon completion, students should be able to apply design principles and develop design solutions.

Prerequisites: Take ART 121 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 introduces software applications for graphic design. Emphasis is placed on utilizing digital tools to generate design solutions. Upon completion, students should be able to use industry-standard software as a creative tool.

**GRD 152. Computer Design Technology. 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 use of typography, image, and organization to communicate a message. Upon completion, students should be able to use appropriate industry-standard software.

**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.

Prerequisites: Take GRD 141 and GRD 188

**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 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 142

**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 design. Upon completion, students should be able to conceptualize and generate designs. 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 preflighting, output options, cost and design considerations. Upon completion, students should be able to prepare files and select appropriate output methods for design solutions.

Prerequisites: Take GRD 142

**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 portfolio and appropriate related materials. Emphasis is placed on development and evaluation of the portfolio, resume and self-promotional materials, and interview techniques. Upon completion, students should be able to prepare and professionally present a portfolio and related self-promotional materials.

Prerequisites: Take GRD 142

**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 GRD 142

**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