

Graphic Design learning objectives by course

design elements + principles
typographic awareness & sensitivity
typographic structures & readability
type as a visual element
identity systems
multiple-page / extended design sequence
3-D form / materiality / [packaging]
computer application / technical competencies
communication theory / semiotic theory
information architecture / interactive interfaces
process / methodology development
historic reference, awareness
contemporary issues, awareness
pre-press/production
understanding GD/careers/professional practice
design writing, research
portfolio prep / self-promotion
presentataion and craft
photography / image-making

FOUNDATION CORE

A115 Beginning Design: 2-D

design elements + principles
presentataion and craft

process / methodology development
historic reference, awareness

A119 Digital Presentation

computer application / technical competencies

portfolio prep / self-promotion
type as a visual element

A116 Beginning Design: 3-D

A117 Beginning Design: Color

A130 Beginning Drawing

A131 Beginning Drawing Systems

A135 Beginning Life Drawing

INTRODUCTION COURSES

A220 Introduction to Typography

typographic awareness & sensitivity
typographic structures & readability

process / methodology development
historic reference, awareness
design elements + principles
identity systems

A221 Typographic Structures

typographic awareness & sensitivity
typographic structures & readability
computer application / technical competencies

understanding GD /careers/professional practice
process / methodology development
historic reference, awareness
design elements + principles
identity systems

A260 Digital Photography

photography / image-making
computer application / technical competencies

design elements + principles

A223 Web Essentials

computer application / technical competencies
information architecture / interactive interfaces
time based media

web layout / styling
process / methodology development
contemporary issues, awareness

A 230 Intro to Drawing

CONCENTRATION AREA SEQUENCE (required)

A320 Graphic Design: Process & Theory

process / methodology development
communication theory / semiotic theory

3-D form / materiality / [packaging]
historic reference, awareness
design elements + principles
computer application / technical competencies
design writing, research
contemporary issues, awareness

A321 Graphic Design: Form & Communication

process / methodology development
communication theory / semiotic theory
historic reference, awareness
typography - composition and layout, grids
multiple-page / extended design sequence
identity systems

design elements + principles
computer application / technical competencies
design writing, research
contemporary issues, awareness

A322 Graphic Design: Contemporary Practice

collaborative processes
understanding GD /careers/
professional practice
process / methodology development
contemporary issues, awareness

identity systems
computer application / technical competencies
design writing, research

CONCENTRATION AREA SEQUENCE and/or

[print]

A420 Print Design: Systems & Techniques

identity systems
pre-press/production
understanding GD/careers/
professional practice

contemporary issues, awareness
3-D form / materiality / [packaging]
process / methodology development
design writing, research

A421 Print Design: Expressive & Structural

typography - composition and layout, grids
typography - expressive
process / methodology development

contemporary issues, awareness
3-D form / materiality / [packaging]
design writing, research
multiple-page / extended design sequence

A422Print Design: Presentation & Contemporary Issues

understanding GD /careers/
professional practice
contemporary issues, awareness
portfolio prep / self-promotion
identity systems

process / methodology development
design writing, research

[interactive]

A323 Digital Design: Web

information architecture / interactive interfaces
computer application / technical competencies
multiple-page / extended design sequence

[Web layout / Styling / Dreamweaver /
HTML / CSS / JavaScript / hosting servers]

A324 Digital Design: Interactive

information architecture / interactive interfaces
computer application / technical competencies
multiple-page / extended design sequence
identity systems
type as a visual element

[Flash / Sound]

A325 Digital Design: Presentation And Contemporary Issues

information architecture / interactive interfaces
computer application / technical competencies

contemporary issues, awareness
portfolio prep / self-promotion
understanding GD /careers/
professional practice

[Flash / Integration of web applications /
Database technologies / Action Script /
Content management]