

# Graphics Technology – AS Degree in GRAPHIC DESIGN

## Suggested Course Sequencing & Course Overview Chart

### PREREQUISITE CHANGES EFFECTIVE FALL 2008:

- All courses that have lab hour components will now have a C after the course prefix/number. They will be equivalent
- Some courses have been deleted and are shown behind new course replacement in grey boxes. Some prerequisites have changed though should not effect students under a present catalog.
- Course equivalency: GRA 2131 = DIG 2500C
- Contact AS Career Advisor or Program Chair if more information is needed.

- \* Course required for **Technical Certificate in Graphic Design Production**
- Course required for **Technical Certificate in Graphic Design Support**

**Courses with a heavy border are a requirement of both the AS Degree in Graphic Design as well as the AS Degree in Interactive Design.**

**Courses with a light border are only a requirement for students pursuing the AS Degree in Graphic Design.**



### Semester 1 (14 CREDITS)

**GRA1142C - Graphic Design Essentials \* •**  
(5 credit/7 contact) An introduction to a variety of visual communication principles, methods, and careers in the computer age today. Typography, design, layout, color, production, and an introduction to an industry standard personal computer and software for production of graphics and multimedia are all explored. Software utilized includes most recent versions of: Photoshop, Illustrator InDesign and Flash.

critique basics	pre-press basics	computer final resolution/dpi
page layout	vector paths	newsletter proj.
file saving formats	raster images	photo retouching
printing basics	objective exams	logo/identity proj.
macintosh basics	network basics	production basics
lab regulations	production basics	text formatting/typog.
research presentation		

**GRA1413 - Professional Development for Designers \* •**  
(1 credit) Students will learn basic job hunting skills, how to prepare a resume, prepare for a job interview, learn to write a cover letter and learn how to develop and present a portfolio.

draft personal resume	audiovisual
on-line class interactions	job search basics and networking
what is graphic design	potential employer list
industry expectations	scheduling advising
AS program overview	portfolio expectations
learning strategies	industry work environments
FAQs for Graphics courses and degrees	

**GRA1933 - Fundamentals of Creative Thinking**  
(2 credit) Encourages creative thinking and problem solving through group and individual activities. Using a nontraditional approach to the presentation, studies will include characteristics of a creative mind, the creative process, problem solving, assessing, and increasing growth of creative potential.

Time management	Observation
Self knowledge	Storytelling
Creative development	Teamwork
Experimentation	Analytical Thinking
Gestalt	Metaphor
Create a game as a team	Personality Assessment

**ART1300C - Drawing I \***  
(3 credit/6 contact) Introductory drawing class with emphasis on basic skills and concepts.

### Semester 2 (12 CREDITS)

**GRA2201C - Electronic Imaging \* •**  
Minimum of C in GRA1142C or depart. approval (3 credit/4 contact) Intermediate instruction in most recent version of Adobe Photoshop and considerations such as color models, memory requirements, resolution, scanning and output. Projects focus on utilization of good design principles.

scanning	color correction
masking & compositing	digital painting project
apply basic design principles	ImageReady - basic
objective exams	advertising composite project
effects and filters	web layout project
ImageReady basics	
prepping imagery for various output	
grayscale photomontage project	

**GRA1206C - Fundamentals of Typography \* •**  
Minimum of C in GRA1142C or DIG2000C and GRA1413 or department approval. (3 credit/4 contact) Includes the history and classification of type. Contemporary type usage will be explored. Projects in type design and production include the use of a personal computer and industry-standard software.

typographic terminology and classification  
typographic editing - including measuring, spacing, copyfitting and proofreading.  
correct usage in various visual communication environments  
use of basic design concepts applied to typographic principles

**ART1201C - Design I \* •**  
(3 credit/6 contact) Introduction to studio art through analytical use of elements and principles of two-dimensional design and color.

**GRA2156C - Adobe Illustrator \***  
Minimum grades of C in ART1300C and DIG2000C or GRA 1142C or department approval (3 credit/4 contact) Concentrates on most recent version of Illustrator with both the student and professional in mind. The focus is on the more advanced capabilities of this program including output, using process/spot color systems and usage with other programs including Photoshop.

Vector redraw of art	objective quizzes
label design	logo/letterhead package
poster	flyer/banner
direct mailer	hang tags
menu design	billboard design
(various projects listed here are subject to change)	

### Semester 3 (12 CREDITS)

**GRA2141C - Web Page Design**  
Minimum of C in GRA2201C and GRA1206C or depart. approval (3 credit/4 contact) A course designed for students interested in web page design, maintaining a web site, (X)HTML and CSS. Various software including text editors and most recent versions of Dreamweaver and Adobe Photoshop will be utilized. Emphasis will be placed on design and functionality of student's web pages.

basic web page design	Dreamweaver
optimizing web imagery	Photoshop
(X)HTML & CSS syntax	history of web
planning & researching	
evaluating web site design	

**GRA1203C - Layout, Design and Copy Preparation \***  
Minimum grade of C in ART1201C and in GRA1142C or depart. approval (3 credit/4 contact) Covers the fundamentals of layout, design, traditional and digital pre-press and provides an introduction to usage of the computer to prepare art and photographs for printing.

weekly exercises	design history
paper, ink & production	color & reproduction
practical & objective exam	production-wise design
applying design fundamentals	
QuarkXPress / InDesign - intermediate	
various design and layout projects	

**GRA2156C - Adobe Illustrator \***  
Minimum grades of C in ART1300C and DIG2000C or GRA 1142C or department approval (3 credit/4 contact) Concentrates on most recent version of Illustrator with both the student and professional in mind. The focus is on the more advanced capabilities of this program including output, using process/spot color systems and usage with other programs including Photoshop.

Vector redraw of art	objective quizzes
label design	logo/letterhead package
poster	flyer/banner
direct mailer	hang tags
menu design	billboard design
(various projects listed here are subject to change)	

### Semester 4 (12 CREDITS)

**GRA2121C - Publication Design**  
Minimum of C in GRA1203C and GRA1206C or depart. approval (3 credit/4 contact) Designed to provide students with hands on usage of high-end publishing software and hardware for the production of quality publications. A focus on good graphic design skills will include: composition, layout, typography, pagination, style, balance, format and project planning.

advertisement redesign	publication research
collection of samples	Illustrator & Photoshop basics
form generation	written and objective exams
brochure design	working with clients
scanning	trapping
QuarkXPress & InDesign	

**GRA2113C - Advanced Graphic Design I**  
Minimum of C in GRA1933, GRA1203C and GRA1206C or depart. approval (3 credit) Emphasizes layouts and comprehensive creation. Projects are based on assignments for actual companies and will involve a variety of design venues.

copy writing	concept development
package design	corporate identity package
corporate series	advertising campaign
vehicles in design	art direction/client briefing
(various projects listed here are subject to change)	

**GRA2151C - Illustrating**  
Minimum grade of C in ART1300C and GRA1142C or depart. approval (3 credit/4 contact) Introduces the students to a wide range of rendering techniques, application and mediums. Conceptualizing techniques for a wide variety of design solutions are covered.

Illustration techniques	mediums
distorted grid	substrates
editorial illustration	techniques
color psychology	illustrators

### Semester 5 (12 CREDITS)

**GRA2310C - Graphic Reproduction Processes**  
Minimum of C in GRA 2121C or depart. approval (3 credit/4 contact) A comprehensive course that includes the study of paper selection, inks, estimating, image assemble, platemaking, printing, finishing and binding. Digital technology's impact on the graphic processes will also be explored. An excellent class for degree seeking students as well as professional graphic designers. Utilizes QuarkXPress and other support software. Involves field trips to local businesses.

printing processes	QuarkXPress - advanced
press checks	objective exams
inks	paper
preflighting	output considerations

**NOW IS THE TIME TO MEET WITH YOUR ADVISOR AND DISCUSS WHAT COURSES YOU HAVE LEFT TO TAKE AND APPLY FOR GRADUATION IF YOU QUALIFY!**

**APPLY FOR AN INTERNSHIP NOW FOR NEXT SEMESTER!**

**GRA2182C - Advanced Graphic Design II**  
Minimum of C in GRA2113C or depart. approval (3 credit) Comprehensive course involving in-depth study of advanced design problem solving. Includes marketing strategies, exploring design solutions, dealing with clients, estimating costs, presentation and production techniques.

design competitions	copy writing
self promotion	job networking
advertising fundamentals	work environments
postal regulations	systems in design
advanced production considerations	
application of advanced typographic concepts	
vehicles written report and presentation	
all projects are concept to finish	
application of advanced design principles	

**GRA2131 Interactive Design I - deleted Fall 08**

**DIG2500C Fundamentals of Interactive Design**  
Minimum of C in GRA1206C and DIG 2202C or DIG 2109C or GRA2156C or dept. approval (3 credit/4 contact) Implement the foundations of interactive media including user interface design concepts, optimization/performance issues, resources and tools. Students combine audio, video, imaging, animation, and other media formats to construct an interactive product using industry-standard software.

combine audio, video, imaging, animation  
design concepts, principles and communication methods  
project planning and production  
interactive design project  
usability of interactive design project and human interaction  
cross platforms  
file management and optimization  
authoring languages

### Semester 6 (2 CREDITS)

**GRA1951C - Portfolio Review**  
Prereq: a minimum of C in GRA2182C or GRA2143C or depart. approval (1 credit/2 contact) This course is designed to help students prepare their portfolios, refine their résumé, prepare a self-promo piece and gain valuable interviewing skills. Students participate in a mock interview conducted by a panel of professionals.

design résumé	design self-promo piece
design business card	design letterhead
employer list	interview discussion
cover letter	work environments
industry expectations	resources and advice
comprehensive pass/fail final	
design/redesign of work for portfolio	

**GRA2942 - Graphics Internship**  
Satisfactory completion of required college prep. courses; 12 Valencia college-level credits including a minimum grade of C in GRA2182C or GRA2143C and minimum GPA of 2.0. Students earn credit by working in a supervised training assignment directly related to college major. One credit hour required, however, may be repeated for credit up to 4.

opportunities for printed work in portfolio

**NOTE: STUDENTS MUST APPLY FOR AN INTERNSHIP WITH THE INTERNSHIP OFFICE THE SEMESTER PRIOR TO INTERNING. ALSO, THERE ARE TWO MANDATORY ORIENTATION MEETINGS TO ATTEND – ONE FOR THE INTERNSHIP OFFICE AND ONE FOR THE GRAPHICS PROGRAM. WITHOUT ATTENDING THESE MANDATORY MEETINGS, STUDENTS CANNOT GET THE OVERRIDE FORM NECESSARY TO REGISTER FOR THE COURSE!**

**General Education Course(s):**  
Freshman Comp I (ENC1101)

**General Education Course(s):**  
The Visual Arts Today (ARH1009)  
**OR**  
Introduction to Art History (ARH2050)

**General Education Course(s):**  
Science or Math (See AS General Education Requirement)

**General Education Course(s):**  
Psychology in Business & Industry (INP1301)  
**OR**  
General Psychology (PSY1012)

**General Education Course(s):**  
U.S. Government (POS2041)

# Graphics Technology – AS Degree in INTERACTIVE Design

## Suggested Course Sequencing & Course Overview Chart



- \* Course required for **Technical Certificate** in **Interactive Media Production**
- Course required for **Technical Certificate** in **Interactive Media Support**

**Courses with a heavy border are a requirement of both the AS Degree in Graphic Design as well as the AS Degree in Interactive Design.**

**Courses with a light border are only a requirement for students pursuing the AS Degree in Interactive Design.**

### PREREQUISITE CHANGES EFFECTIVE FALL 2008:

- All courses that have lab hour components will now have a C after the course prefix/number. They will be equivalent
  - Some courses have been deleted and are shown behind new course replacement in grey boxes. Some prerequisites have changed though in general should not effect students in a present catalog
- Course equivalency: GRA 2131 = DIG 2500C , GRA 1149 = DIG 2100C, GRA 1136 = DIG 2030C  
Contact AS Career Advisor or Program Chair if more information is needed.

### Semester 1 (14 CREDITS)

**GRA1142C - Graphic Design Essentials \* •**  
(5 credit/7 contact) An introduction to a variety of visual communication principles, methods, and careers in the computer age today. Typography, design, layout, color, production, and an introduction to an industry standard personal computer and software for production of graphics and multimedia are all explored. Software utilized includes most recent versions of: Photoshop, Illustrator InDesign and Flash.

critique basics	pre-press basics	computer final resolution/dpi
page layout	vector paths	newsletter proj.
file saving formats	raster images	photo retouching
printing basics	objective exams	logo/identity proj.
macintosh basics	network basics	production basics
lab regulations	production basics	text formatting/typog.
research presentation		

**GRA1413 - Professional Development for Designers \* •**  
(1 credit) Students will learn basic job hunting skills, how to prepare a resume, prepare for a job interview, learn to write a cover letter and learn how to develop and present a portfolio.

draft personal resume	lecture/audiovisual
on-line class interactions	job search basics and networking
what is graphic design	potential employer list
industry expectations	scheduling advising
AS program overview	portfolio expectations
learning strategies	industry work environments
FAQs for Graphics courses and degrees	

**GRA1149 Intro to Com and Logical Think - deleted Fall 08**

**DIG 2100C Web Essentials**  
2 credit/3 contact  
Students become familiar with essential concepts used to employ critical thinking and basic programming skills to create standards compliant web sites. Students also learn the importance of usability, accessibility, and web standards when creating projects.

target audiences, usability	web standards
(X)HTML and CSS syntax	Internet browsers & platforms
troubleshooting projects	validation
project planning	organization & accessibility,

**ART1201C - Design I**  
(3 credit/6 contact) Introduction to studio art through analytical use of elements and principles of two-dimensional design and color.

**General Education Course(s):**  
Freshman Comp I (ENC1101)

### Semester 2 (12 CREDITS)

**GRA2201C - Electronic Imaging \* •**  
Minimum of C in GRA1142C or depart. approval (3 credit/4 contact) Intermediate instruction in most recent version of Adobe Photoshop and considerations such as color models, memory requirements, resolution, scanning and output. Projects focus on utilization of good design principles.

scanning	color correction
masking & compositing	digital painting project
apply basic design principles	ImageReady - basic advertising composite project
objective exams	web layout project
effects and filters	
ImageReady basics	
prepping imagery for various output	
grayscale photomontage project	

**GRA1206C - Fundamentals of Typography \* •**  
Minimum of C in GRA1142C or DIG2000C and GRA1413 or department approval. (3 credit/4 contact) Includes the history and classification of type. Contemporary type usage will be explored. Projects in type design and production include the use of a personal computer and industry-standard software.

typographic terminology and classification  
typographic editing - including measuring, spacing, copyfitting and proofreading.  
correct usage in various visual communication environments  
use of basic design concepts applied to typographic principles

**ART1300C - Drawing \* •**  
(3 credit/6 contact) Introductory drawing class with emphasis on basic skills and concepts.

**General Education Course(s):**  
The Visual Arts Today (ARH1009)  
OR  
Introduction to Art History (ARH2050)

### Semester 3 (12 CREDITS)

**GRA1136 Digital Video and Sound - deleted Fall 08**

**DIG 2030C - Digital Video and Sound \* •**  
Minimum grade of C in DIG 2430 and DIG 2109C or GRA 2201C or department approval. (3 credit/4 contact)  
Introduction to the concepts, principles, tools and techniques of producing, assembling and mixing digital video and audio. Understand story, creativity, planning and organizational skills as part of the production process

lighting, composition and exposure.  
shooting, capturing, editing video & audio  
previsualization, collaboration and production reporting

**GRA2141C - Web Page Design \* •**  
Minimum of C in GRA2201C and GRA1206C or depart. approval (3 credit/4 contact) A course designed for students interested in web page design, maintaining a web site, (X)HTML and CSS. Various software including text editors and most recent versions of Dreamweaver and Adobe Photoshop will be utilized. Emphasis will be placed on design and functionality of student's web pages.

basic web page design	Dreamweaver
optimizing web imagery	Photoshop
(X)HTML & CSS syntax	history of web
planning & researching	
evaluating web site design	

**GRA2156C - Adobe Illustrator \* •**  
Minimum grades of C in ART1300C and DIG2000C or GRA1142C or department approval (3 credit/4 contact) Concentrates on most recent version of Illustrator with both the student and professional in mind. The focus is on the more advanced capabilities of this program including output, using process/spot color systems and usage with other programs including Photoshop.

Vector redraw of art	objective quizzes
label design	logo/letterhead package
poster	flyer/banner
direct mailer	hang tags
menu design	billboard design
(various projects listed here are subject to change)	

**General Education Course(s):**  
Science or Math (See AS General Education Requirement)

### Semester 4 (12 CREDITS)

**GRA2207C - Advanced Image Editing**  
Minimum of C in GRA2201C and GRA2156C or dept. approval (3 credit/4 contact) This course applies features of the most recent versions of Adobe Illustrator and Adobe Photoshop for drawing and painting for illustration and animated shorts. Focus will be on utilizing good design and drawing principles for the completion of current industry-standard projects.

images for web/CD/video	Quicktime
Photoshop - intermediate to advanced	video project
Illustrator - intermediate to advanced	iMovie
images for print Final Cut Pro buttons	flash short movie
animation character art line art and colorization	

**GRA2131 Interactive Design I - deleted Fall 08**

**DIG2500C Fundamentals of Interactive Design**  
Minimum of C in GRA1206C and DIG 2202C or DIG 2109C or GRA2156C or dept. approval (3 credit/4 contact) Implement the foundations of interactive media including user interface design concepts, optimization/performance issues, resources and tools. Students combine audio, video, imaging, animation, and other media formats to construct an interactive product using industry-standard software.

combine audio, video, imaging, animation  
design concepts, principles and communication methods  
project planning and production  
interactive design project  
usability of interactive design project and human interaction  
cross platforms  
file management and optimization  
authoring languages

**GRA2160C - Computer Animation**  
Minimum grade of C in ART1300C and GRA2156C or dept. approval (3 credit/4 contact) Introduces students to animation principles through the use of computer software to create animation sequences using the most recent version of Macromedia Flash. Storyboarding, computer illustration and animation techniques are utilized.

storyboarding	Flash - basic to intermediate
walk cycle proj.	objective and computer exams
animated sequence	Animation types
Visual story telling	story structure
working with sound	

**General Education Course(s):**  
Psychology in Business & Industry (INP1301)  
OR  
General Psychology (PSY1012)

### Semester 5 (12 CREDITS)

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**GRA2723C - CSS Design**  
Minimum grades of C in DIG 2100C or GRA 1149 and GRA 2141C or department approval (3 credit/4 contact) Students will apply the fundamentals of visual communication and typography acquired in prerequisite courses and advance their knowledge of CSS (Cascading Style Sheets) to plan, design, and develop standards-compliant, visually attractive Web pages. Students will learn to separate style & content from structure to create effective, accessible Web pages.

(X)HTML Syntax      Applying CSS to (X)HTML documents  
Web Standards, accessibility & usability  
Comprehensive Web Site Designs, project planning and production  
CSS formatting, positioning, syntax

**GRA2143C - Advanced Web Page Design (name change only)**  
Minimum of C in DIG 2100C or GRA 1149 and DIG 2500C or GRA 2131C and GRA 2141C or department approval (3 credit/4 contact) Advanced tools and techniques will be taught enabling students to produce sophisticated, interactive web sites according to audience needs and capabilities. Understanding of web site maintenance and administration will be covered.

project planning and production applying design principles  
advanced syntax for creating web sites  
advanced interactive web sites with multimedia elements  
form creation and validation  
web site development software, maintenance and administration  
web rates and contracts

**GRA2132C - Advanced Interactive Design**  
Minimum of C in DIG 2100C or GRA 1149 and DIG 2500C or GRA 2131C or department approval (3 credit/4 contact) Students learn advanced techniques to produce interactive design projects. Students design projects through various steps of development, implementation, testing and final output. Special attention is given to scripting, design considerations for output media and system configurations. Vector and bitmapped graphics software, video, sound and authoring software will be utilized.

project planning and production utilizing design principles  
comprehensive user centered interactive design project  
advanced authoring and scripting techniques techniques  
incorporate sound and video  
problem solving, debug and troubleshoot

**General Education Course(s):**  
U.S. Government (POS2041)

### Semester 6 (2 CREDITS)

**GRA1951C - Portfolio Review**  
Minimum of C in GRA2182C or GRA2143C or depart. approval (1 credit/2 contact) This course is designed to help students prepare their portfolios, refine their résumé, prepare a self-promo piece and gain valuable interviewing skills. Students participate in a mock interview conducted by a panel of professionals.

design résumé	design self-promo piece
design business card	design letterhead
employer list	interview discussion
cover letter	work environments
industry expectations	resources and advice
comprehensive pass/fail final design/redesign of work for portfolio	

**GRA2942 - Graphics Internship**  
Satisfactory completion of required college prep. courses; 12 Valencia college-level credits including a minimum grade of C in GRA2182C or GRA2143C and minimum GPA of 2.0. Students earn credit by working in a supervised training assignment directly related to college major. One credit hour required, however, may be repeated for credit up to 4.

opportunities for printed work in portfolio

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