

# GRAPHIC DESIGN

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[www.pcc.edu/gd](http://www.pcc.edu/gd)

## CAREER AND PROGRAM DESCRIPTION

Graphic design is the art, discipline and profession of visual communication. By combining images, words and ideas graphic designers focus information toward an audience to achieve a desired goal. Graphic designers blend artistic talent, typography and computer knowledge to create advertisements, brochures, logos and identity systems, newsletters, catalogs, signage systems, web pages, magazines and books. The two-year program at PCC prepares the student for entry-level work in the highly competitive and deadline-oriented field of graphic design. Class work is designed to simulate industry situations and standards.

## DEGREE AND CERTIFICATE OFFERED

### Associate of Applied Science Degree

Graphic Design

## PREREQUISITES AND REQUIREMENTS

Students are strongly encouraged to attend one of the graphic design orientation meetings held during the spring term. Please check [www.pcc.edu/gd](http://www.pcc.edu/gd) for times and dates. Students starting the program are required to test into WR 121 or above on the Writing placement test, and MTH 65 or above on the math placement test as minimum entry requirements.

The program begins fall term when students must successfully complete GD 120, GD 114 and GD 101 with a B or better before taking other first-year graphic design courses. Please note that some courses are only offered once during the year and enrollment is limited. First term design courses are taught in a hands-on, non-computer format. Beginning second term, design study is integrated with computer technology. In all classes, students study the principles and practices used to carry an idea from thumbnail sketches through layout and completed design. Both two- and three-dimensional design concepts in print and digital format are explored. All second year work is directed at building a professional level portfolio.

Full-time day students can complete the program in six terms. However, many students elect to take a part-time course load and take longer than six terms to complete the program.

## GRAPHIC DESIGN AAS DEGREE

Minimum 97 credits. Students must also meet Associate Degree Comprehensive Requirements and Associate of Applied Science Requirements. Students must complete a total of sixteen credits of General Education. Some courses specified within the program may be used as General Education. Students should consult with program advisors for course planning.

## Graphic Design Degree Credits Summary

GD	58
ART	13
Remaining General Education	8
WR	4
SP	4
BA	3
CAS	3
MTH	4
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	Credit Total 97

## COURSE OF STUDY

The coursework listed below is required. The following is an example of a term-by-term breakdown.

### First Term

ART	131	Drawing*	3
GD	101	Macintosh for Graphic Designers	1
GD	114	Introductory Typography	3
GD	120	Graphic Design I	3
WR	121	English Composition	4
General Education			4

### Second Term

GD	116	Intermediate Typography	3
GD	122	Graphic Design II	3
GD	140	Digital Page Design I	3
GD	150	Digital Illustration I	3
SP	111	Public Speaking*	4

### Third Term

ART	103	Introduction to Art*	4
GD	124	Graphic Design III	3
GD	141	Digital Page Design II	3
GD	151	Digital Illustration II	3
GD	160	Digital Imaging I	3

Note: All first year graphic design and art courses must be completed with a B or better before admission to second year courses.

### Fourth Term

ART	231	Drawing*	3
GD	221	Graphic Design IV	3
GD	244	Preparing Files for Print	3
GD	249	Graphic Design Studio	3
or			
GD	280A	CE: Graphic Design	(3)
GD	260	Digital Imaging II	3

### Fifth Term

CAS	111D	Beginning Web Site Creation: Dreamweaver	3
GD	228	Professional Graphic Design Practices	3
GD	222	Graphic Design V	3
GD	239	Illustration for Graphic Designers	3
GD	242	Combined Graphic Programs	3

### Sixth Term

All General Education courses must be completed by end of this term.

BA	223	Principles of Marketing	3
or			
BA	239	Advertising	(3)
GD	229	Portfolio Preparation	3
GD Art Elective			3
MTH	65	Introductory Algebra	4
General Education			4

\*Could be used as General Education

### Graphic Design Degree Art Electives

ART	115	Basic Design*	3
ART	116	Basic Design*	3
ART	117	Basic Design*	3
ART	237	Life Drawing*	3

Cooperative work experience and internship placements are available. These are highly recommended to prepare student for the graphic design industry.

## COURSE DESCRIPTIONS

**GD 101 Macintosh for Graphic Designers 1.00** Course covers current Macintosh operating system computer fundamentals and techniques used to increase efficiency and productivity for professional Graphic Designers. Topics include an in-depth study of system desktop features, search and navigation, advanced file management, font organization and essential shortcuts specific to the Graphic Design industry. Required course for Graphic Design majors. Prerequisite: Placement into WR 121. Audit available.

**GD 114 Introductory Typography 3.00** Designed to introduce type as a design element. This non-computer course emphasizes exploration of letterforms through hand-rendering. Focuses on interaction of letterforms from single letters through multiple words. Includes font classification, composition and production techniques. Required for entry into the Graphic Design program. Audit available.

**GD 116 Intermediate Typography 3.00** Continues the study of type as a design element. Concentration on typographic composition, hierarchy, type identification and typographic systems. Traditional and digital methods of production will be used. Student required to use some page layout software and output outside of class. Prerequisites: GD 101, GD 114, GD 120. Prerequisite/concurrent: GD 140. Audit available.

**GD 120 Graphic Design I 3.00** Introduces the basic concepts of graphic design, including design elements and principles. Emphasizes the design process, developing an idea from thumbnail sketch, through tight roughs, to a comprehensive design. Focuses on the importance of presentation, industry standards and professional tools and techniques. Required for entry into the Graphic Design program. Audit available.

**GD 122 Graphic Design 2 3.00** Builds on the basic concepts of graphic design. Emphasizes color, including color theory, vocabulary, color schemes, and the effects of color. Focuses on identifying graphic styles, brainstorming techniques, and introduces 3-dimensional design. Attention placed on design process, presentation, and industry standards. Prerequisites: GD 101, GD 114, GD 120 Prerequisite/concurrent: GD 140 and/or GD 150. Audit available.

**GD 124 Graphic Design 3 3.00** Third in a series of six graphic design courses. Builds on basic concepts of graphic design. Emphasizes research, identifying specific graphic design needs for a business, symbol design, and maintaining continuity while working with multiple colors, sizes and materials. Studies in-depth the relationships of type, layout and color in two- and three-dimensional graphic design projects. Prerequisites: GD 122, GD 140, GD 150. Prerequisite/concurrent: GD 141, GD 151 Audit available.

**GD 140 Digital Page Design 1 3.00** Explores beginning level graphic design and publishing using professional page layout software. Introduces typography design, basic page layout, computer file management, professional methods of design organization, keyboard work and the foundations of computer use in single-page layouts. To be taken sequentially. Placement permission slip required. Prerequisites: GD 101, GD 114 and GD 120. Prerequisite/concurrent: GD 122 Audit available.

**GD 141 Digital Page Design 2 3.00** Intermediate course covering professional layout and design of multi-page documents. Focuses on using creativity to solve design projects. Additional course topics include basic prepress and output, file management and industry-standard design processes. Placement permission slip required. Prerequisite: GD 140. Audit available.

**GD 150 Digital Illustration 1 3.00** Explores the basic tools and techniques of Adobe Illustrator and its use in creating appropriate solutions to graphic design problems. To be taken sequentially. Placement permission slip required. Prerequisite: GD 101, GD 114, and GD 120. Prerequisite/concurrent: GD 122 Audit available.

**GD 151 Digital Illustration 2 3.00** Explores advanced tools and techniques of Adobe Illustrator, and its use in creating solutions to complex graphic design problems. Placement permission slip required. Prerequisite: GD 150. Prerequisite/concurrent: GD 160 Audit available.

**GD 160 Digital Imaging I 3.00** Using professional software to explore digital image editing, photo manipulation and layer compositing. File formats, techniques and tools most used by graphic designers are emphasized. Placement permission slip required. Prerequisite/concurrent: GD 141 and/or ART 151 Audit available.

**GD 170 Photoshop and Design Basics 2.00** Introductory Photoshop tools and techniques combined with basic design and composition principles. Ideal for learning digital photo page layout and design. Macintosh experience highly recommended. Audit available.

**GD 221 Graphic Design 4 3.00** Focuses on publication design. Single-page and multiple-page projects will emphasize hierarchy, eyeflow, structure and organization. Projects, lessons and exercises are intended to build on first-year skills in typography and design using professional page layout software. Advanced computer production techniques build on previous coursework. Required: Second-year standing in the Graphic Design program. Audit available.

**GD 222 Graphic Design 5 3.00** Explore branding, logo design and identity systems. Research target audience and create design solutions to communicate client and product image through logos, logotypes, icons, and symbols. Advanced computer production techniques build on previous coursework. Required: Second-year standing in the Graphic Design program Prerequisite: GD 221. Audit available.

**GD 228 Professional Graphic Design Practices 3.00** Prepare self-promotion resume packages, visit graphics businesses and receive industry insights from guest speakers. Offered to second-year, graduating Graphic Design students intending to seek employment in the industry. Prerequisites: GD 221. Prerequisite/concurrent: GD 222, GD 242, GD 260, GD 244. Audit available.

**GD 229 Portfolio Preparation 3.00** Develop a professional portfolio comprised of design work that may be revised, redone or created. Define employment goals and participate in practice interviews and critiques. Offered to second-year, graduating Graphic Design students intending to seek employment in the industry. Prerequisite: GD 228. Audit available.

**GD 239 Illustration for Graphic Designers 3.00** Covers basic spot illustration techniques used by graphic designers in print and web. Emphasizes generating illustration from photo references. Color, and black and white illustrations include traditional as well as technology-enhanced techniques. Production issues focus on the illustration's eventual placement in the computer environment. Prerequisites: GD 124, GD 140 and ART 131. Audit available.

**GD 242 Combined Graphic Programs 3.00** Create graphic elements in multiple programs and explore importing, exporting and assembling in other programs. Advanced techniques are used to study cross-application issues. Required: second year standing in the Graphic Design program. Prerequisites: GD 141, GD 151, GD 221. Prerequisite/concurrent: GD 260. Audit available.

**GD 244 Preparing Files for Print 3.00** Presents the production processes which follow the design phase. From correctly preparing design in the digital environment for successful printing on commercial presses. The business roles of the designer, the printer and the service bureau will be covered. Prerequisite/concurrent: GD 221. Audit available.

**GD 249 Design Studio 3.00** Explore graphic design theory in actual client-directed projects. Course is set up to simulate a working design studio providing the opportunity to experience the requirements and roles of a designer in the field, as well as the administrative tasks. Emphasizes client communication and professional practices. Acceptable substitution: GD 280A Cooperative Work Experience: Graphic Design. Required: Second year standing in the Graphic Design program. Prerequisite/concurrent: GD 221, GD 244. Audit available.

**GD 260 Digital Imaging 2 3.00** Introduces advanced techniques in color correction and image manipulation for print and web-based graphics. The study of masks, channels and advanced selection methods will be incorporated in professional-level design projects. Export formats and cross-application issues are covered. Required: Second year standing in the Graphic Design program. Prerequisite: GD 160. Audit available.

**GD 280A Cooperative Education: Graphic Design** Cooperative on-the-job experience allowing for the application and development of knowledge and skills acquired in the on-campus program. Variable credits: Receive one credit for every 40 hours of successful work experience. Department permission required.