

Graphic Design

The Curriculum

The curriculum includes courses in digital graphic design, typography, publication design, web design, and graphic design history, as well as a cooperative work experience course which allows students to intern in the field. Studio courses teach students to expand both their basic design and digital design skills and develop a portfolio in preparation for working in the field or transferring to a four-year college or university. All courses in the curriculum are intended to develop the student's understanding and appreciation of the artist's technical and aesthetic concerns; an awareness of the forces that continually reshape popular design; and familiarity with the job opportunities and work environments available to graphic designers.

The Major

The Digital Graphic Design major is under development by the School of Fine Arts. For further information, please contact Antoinette Geldun in the Art Department, (949) 451-5750, ageldun@ivc.cc.ca.us.

The Faculty
Zoran Belic
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Daniel Sorrell
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School of Fine Arts

Cooperative Work Experience

CWE 168

1-4 units

COOPERATIVE WORK EXPERIENCE: GRAPHIC DESIGN

Prereq: Students must have taken or must be currently taking a course in college-level graphic arts. Limitation: Students must be concurrently enrolled in seven units, including CWE. They must also complete an application and have it approved by the CWE coordinator. This course provides students an opportunity for supervised work experience. Students extend their classroom-based learning by working at a job related to their major and to their occupational goal. Student, instructor, and employer will cooperatively develop a minimum of three learning objectives. One unit of credit will be awarded for each 75 hours of paid or 60 hours of volunteer employment for successful completion of learning objectives, and for attendance at scheduled seminar sessions. A maximum of four units may be applied toward graphic design major requirements. R-I-3
Lecture hours: 1-4

Graphic Design Courses

GD 55

3 units

DIGITAL GRAPHIC DESIGN I

Recom: CIM 104. 1A, Art 4 and Art 40. This course focuses on the use of the computer as a tool for creating graphic designs. Students explore and integrate basic graphic elements (line, shape, texture, and color) and principles (unity, balance, and gestalt) with typography and scanned images to produce completed designs. Course discussions address the history and the role of computer-generated imagery in fine arts and graphic design. R-A-3

Lecture hours: 2 Lab hours: 3

GD 65

3 units

TYPOGRAPHY

Recom: CIM 104. 1A, Art 4, Art 40, GD 55. This course is designed to create a greater understanding of typography as a visual form of communication and its function within graphic design. Each student will explore typographic form through a series of fundamental design exercises. The course provides a historical basis for the development of letterforms, tracing the progression from Gutenberg to the computer. R-E-3

Lecture hours: 2 Lab hours: 4

GD 140

3 units

DIGITAL 2-D DESIGN AND COLOR THEORY

This is a basic course in two-dimensional design and color theory using the computer as a tool for artistic expression. Students learn to organize visual elements of line, shape, color, value, and texture according to established principles of art. The course discusses the formal elements of color theory as well as specific issues in the use of additive and subtractive color systems in computer-generated images. Practical instruction is combined with theoretical perspective to stress the impact of visual computing on the design process. NR

Lecture hours: 2

Lab hours: 3

GD 150

3 units

HISTORY OF GRAPHIC DESIGN

Recom: Art 4, Art 25, Art 26. This concise history traces the development of graphic design from the invention of writing to the computer graphics revolution. The course explores the origins of printing and book design from early medieval manuscripts to Renaissance, Victorian and art nouveau graphics; and the evolution of twentieth century design styles and theories from the modernist era through postmodernism and the digital age. NR

Lecture hours: 3

GD 160 **DIGITAL GRAPHIC DESIGN II** **3 units**
Recom: CIM 104.1A and Art 4. This advanced course takes students through the design-planning process, from identifying a client's priorities and alternatives to completing sketches, models, and reports. Projects emphasize techniques for developing visual and verbal skills. Design skills focus on complex sequencing such as multipage assignments or sets of materials meant to be used together. Studio work includes the layout and production of designed formats and application of conceptualization techniques used in the field. R-A-3
Lecture hours: 2 Lab hours: 4

GD 170 **PUBLICATION DESIGN AND PREPRESS** **3 units**
Recom: GD 55 and GD 65. This course will focus on the creation of publications such as magazines and annual reports with an emphasis on the preparation of camera-ready art. Students will learn the processes involved in the translation from digital files to print media and file transfer protocol. NR
Lecture hours: 2 Lab hours: 4

GD 175 **CORPORATE IDENTITY: TRADEMARKS AND LOGOS** **3 units**
This graphic design course focuses on creating an integrated series of designs to establish a corporate identity. Analyzing case studies, students learn the process a designer follows to ensure the success of trademarks and logos. Students gain a deeper knowledge of how to incorporate computer and digital processes into the creation of an identity. NR
Lecture hours: 2 Lab hours: 4

GD 180 **GRAPHIC DESIGN FOR THE INTERNET** **3 units**
Recom: CIM 104.1A and GD 55. This course provides comprehensive instruction and training in designing a Web site. Students learn how to prepare graphics for maximum efficiency and consistency across platforms. The course presents a basic history of the Internet and covers the entire site development process: identifying goals; designing the interface, including page architecture, typography, photography, writing and illustration; using programming and scripting tools, including navigation graphics and image maps; and testing, registering and publishing the site. Students create flow charts and storyboards, produce and refine a preliminary design, and complete a final graphical interface that may be used for an actual Web site. NR
Lecture hours: 2 Lab hours: 3

GD 252 **INTERMEDIATE DIGITAL IMAGING** **3 units**
Recom: Phot 51. This intermediate-level course in digital imaging provides further training in the use of application tools. Students learn more sophisticated techniques in scanning, color correcting, layering, blending, and composite imaging. Specific focus will be on principles of design, visual hierarchy, and the integration of text and image. Relevant technical and aesthetic developments and issues will be discussed in depth. Students will develop a portfolio of creative digital images using a variety of electronic resources. R-E-3
Lecture hours: 2 Lab hours: 3