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# COURSES

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## GRAPHIC DESIGN (GRD)

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**GRD 110      Typography I****3.0 UNITS**

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.

**GRD 121      Drawing Fundamentals I****2.0 UNITS**

This course increases observation skills using basic drawing techniques and media in graphic design. Emphasis is placed on developing the use of graphic design principles, media applications, spatial considerations, drawing styles, and approaches. Upon completion, students should be able to show competence and proficiency in finished works.

**GRD 131      Illustration I****3.0 UNITS**

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.

**GRD 141      Graphic Design I****4.0 UNITS**

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 and visual elements to projects.

**GRD 142      Graphic Design II****4.0 UNITS**

This course covers the application of visual elements and design principles in advertising and graphic design. Topics include creation of various designs, such as logos, advertisements, posters, outdoor advertising, and publication design. Upon completion, students should be able to effectively apply design principles and visual elements to projects.

**GRD 151      Computer Design Basics****3.0 UNITS**

This course covers designing and drawing with various types of software applications for advertising and graphic design. Emphasis is placed on creative and imaginative use of space, shapes, value, texture, color, and typography to provide effective solutions to advertising and graphic design problems. Upon completion, students should be able to use the computer as a creative tool.

**GRD 152      Computer Design Technology****3.0 UNITS**

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 241      Graphic Design III****4.0 UNITS**

This course is an advanced exploration of various techniques and media for advertising and 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.

**GRD 280      Portfolio Design****4.0 UNITS**

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.