

Graphics Design (GRD)

GRD 110 Graphics Design I

5 Hours

Prerequisites: None
8 hours weekly (2-6)

Study of basic design principles related to business and the advertising industry. Individual projects will include problems in typography, logo designs, corporate identity systems, and business forms using traditional tools and computer graphics software. Windows-based computers will be used in conjunction with Adobe Photoshop, In Design, and Illustrator software.

GRD 120 Graphics Design II

5 Hours

Prerequisites: GRD 110 Graphics Design I or consent of instructor
8 hours weekly (2-6)

Study of the fundamentals of advertising design. Students continue with advanced studies of design principles, research and formats, layout, and create advertising and editorial designs for magazines and books. Windows-based computers will be used in conjunction with Photoshop Illustrator, and Adobe Acrobat.

GRD 210 Graphics Design III

5 Hours

Prerequisites: GRD 120 Graphics Design II or consent of instructor
8 hours weekly (2-6)

Study of multimedia and includes focus areas such as presentation, animation, marketing, video/DVD composition, instructional design, print technology, typography, and photographic design. Windows-based computers will be used in conjunction with Photoshop.

GRD 220 Animation

3 Hours

Prerequisites: None
5 hours weekly (1-4)

Study of animation principles related to the movie and TV advertising industry. Individual projects will include composition, time and space, layering, masking, special effects, and lighting. Windows based computers will be used in conjunction with other effects software.

GRD 230 Video Production

3 Hours

Prerequisites: None
5 hours weekly (1-4)

Study of basic skills and terms involved in television production. Projects will include set-up, lighting, gathering audio and recording video for corporate production, news, short-films and commercials. Windows based computers will be used in conjunction with Adobe Premiere and other effects software.