

## GRAPHIC & INTERACTIVE DESIGN (GID)

### **GID 101. Design Theory. 3 Credits.**

This course is an introduction to the Graphic Design field. It is a combination of lecture, group critique, computer demonstration, and hands-on applications. Through a series of exercises, special emphasis is placed on the understanding of the fundamentals of design and typography as they are applied to the development of effective visual communication for both print and web applications. Through research and analysis, students will become familiar with a history of Graphic Design and contemporary designs from leading members of the wider Graphic Design community. Students will create a comprehensive final project consisting of both print- and web-designed projects within a campaign for a Public Service Announcement (PSA). This course also addresses audience definition, research and analysis, concept development, and the production of thumbnail sketches, rough drafts, and the preparation of final comprehensive layouts. Formerly offered as CGD 101. Prerequisites: ENG 098, FYE 101, RDG 098, or placement; GID 104 (Formerly CGD104) (or corequisite); Fall for GID students; Spring for non-majors.

### **GID 104. Digital Imaging (Photoshop). 3 Credits.**

This project-based course will emphasize design theory and practices, concept development, and the production of portfolio-ready pieces. Students will learn the basics of designing electronic artwork with special emphasis on understanding the tools and techniques of Adobe Photoshop. Students will be able to transform digital images into new pieces of art through the use of non-destructive editing techniques: smart objects, masks, adjustment layers, smart filters, selections and channels. In addition, students will employ creative and effective use of the elements and principles of design and typography in various projects. Students will create, optimize, and save graphics for the web. Basic computer skills are required: Ability to use a computer operating system and follow basic procedures including keyboarding/mouse skills, as well as system commands such as working with directories/folders, and opening/closing applications. Formerly offered as CGD 104. Prerequisites: ENG 098, FYE 101, RDG 098, or placement.

### **GID 109. Introduction To Web Design. 3 Credits.**

This course is the first in a three-part series teaching front-end web design and development. The course begins with an overview of the Internet and the World Wide Web, followed by an introduction to the three layers of web development, structure (HTML), style (CSS) and behavior (JavaScript). Students will hand code a variety of web page assignments to master the fundamental techniques presented in this course. Emphasis throughout the course will include the effective use of project planning techniques, the principles of design, user experience (UX) design, writing and typography for the web, and validation and browser testing. Additional topics include file management, copyright and the use of images on the Web, research, and information literacy. Basic computer skills are required: ability to use a computer operating system and follow basic procedures including keyboarding/mouse skills, as well as system commands such as working with directories/folders, and opening/closing applications. Formerly offered as CGD 240. Prerequisites: ENG 098, FYE 101, RDG 098, or placement. Fall.

### **GID 113. Interactive Web Design. 3 Credits.**

The second course in a three-part series teaching front-end web design and development, this course picks up where GID 109 ends. We begin with a brief recap of previous skills, followed by a study of additional layouts including responsive web design layouts that adapt to the size of the device being used. Additional techniques include CSS4, HTML5, flexible images, media queries, and advanced navigation bars. Students will increase their knowledge of web design interactivity through the use of jQuery and Bootstrap. A variety of web page assignments will be hand-coded to master the fundamental techniques presented in this course. Emphasis continues on the effective use of project planning techniques, the principles of design, typography for the web, validation, and browser testing. One of two required creative website projects will focus in-depth on working with a client and project planning. Formerly offered as CGD 241. Prerequisites: GID 109 or permission of the Division Dean; GID 101, GID 104 and GID 117 are recommended as pre- or corequisites. Spring.

### **GID 115. Digital Illustration (Illustrator). 3 Credits.**

This project-based course will emphasize design theory and practices, concept development, and the production of portfolio-ready pieces. Students will learn the basic elements of vector graphics—paths, strokes and fills—and how to use Adobe Illustrator's powerful drawing tools. The course also explores how to use color, build complex shapes from simple paths, and produce a detailed trace from a bitmap image, sketch or line art. Special emphasis is on understanding the Bezier pen tool, as well as learning specialized techniques for creating line-art, complex color illustrations, and two and three-dimensional drawings. Students will illustrate and design two creative projects that are a culmination of the skills and techniques learned in the class. Basic computer skills are required: ability to use a computer operating system and follow basic procedures including keyboarding/mouse skills, as well as system commands such as working with directories/folders, and opening/closing applications. Formerly offered as CGD 105. Prerequisites: ENG 098, FYE 101, RDG 098, or placement. Spring.

### **GID 117. Typography In Visual Communication (Indesign). 3 Credits.**

Typography is what sets graphic designers apart from other artists. They understand that letterform can communicate the mood and meaning in the written word. It is for this reason that this course will focus on a solid understanding of typography in visual communications with the use of Adobe InDesign. Students will explore the anatomy of the letterform through various exercises while

learning how to classify typefaces and how to use them effectively and creatively. They will explore the characteristics of typefaces to develop a basic proficiency in identifying the distinctive features of each. Students will acquire a solid foundation in the basics of typography and will as a result make better decisions about typographic usage. Details of text layout and information hierarchy will be emphasized. Integration of other CSS programs, to create professional appealing designs for both print and web projects, is covered. Students will learn how to use typography on the page as an integrated graphic element to produce typographic solutions effectively and creatively. Saving InDesign documents for web access will be covered as well. Online as well as print assignments using type predominantly will be required. Students will design two creative projects using Adobe InDesign. Formerly offered as CGD 235. Prerequisites: ENG 098, FYE 101, RDG 098, (or placement). Spring.

**GID 202. Publication Design (InDesign). 3 Credits.**

This project-based course is a continuation of GID 101 Design Theory and GID 117 Typography in Visual Communication and focuses on an advanced understanding of graphic design principles, theory and practices, concept development and the production of portfolio-ready, multi-paged layouts. Emphasis is on understanding complex layout formats and composition while utilizing Adobe InDesign, Photoshop, Illustrator and Acrobat PDF. Through various exercises, students will explore grids, typography, and advanced layout techniques such as master pages and style sheets. Students will create two sophisticated, multi-paged publication design projects. Formerly offered as CGD 102. Prerequisites: GID 101, GID 104, GID 115, GID 117 or permission of the Division Dean. Fall.

**GID 204. Advanced Digital Imaging (Advanced Photoshop). 3 Credits.**

This course covers extensive and advanced use of Adobe Photoshop, with a supporting role for Adobe Bridge. Students will work with photographic images using tools from all of these Adobe packages for more advanced image creation and editing techniques. Bridge will be used to manage files and integrate all of the Adobe program files to place elements into their projects. Extensive work with compositing files and working with smart objects, Camera Raw, and smart filters to non-destructively edit images will be required. Advanced operation of tools and palettes, file formats, optimizing images for the Web and other media, retouching files, masks, paths, channels, color adjustment for printing, animation and video for the Web will be covered as well. Students will be able to transform digital images into new pieces of art through the use of non-destructive editing techniques: masks, adjustment layers, selections and channels. In addition, students will employ creative and effective use of the elements and principles of design and typography in various projects. Students will research, plan, and design creative projects for both print and Web. This project-based course will emphasize design theory and practices, concept development, and the production of portfolio-ready pieces. Formerly offered as CGD 204. Prerequisites: GID 101, GID 104 or permission of the Division Dean. Fall.

**GID 209. Advanced Web Design. 3 Credits.**

This is a culminating course in the three-part series teaching front-end web design and development. This course picks up where GID 113 ends and will require students to effectively employ the skills and techniques they've learned in all of their previous GID web design classes. In this class, students will concentrate on building advanced website wireframes and layouts, creating an HTML email campaign while learning to use popular online HTML email campaign solutions, creating a WordPress website, and using HTML frameworks. We begin with examining a variety of advanced website layouts including online stores, magazine and news style layouts, and parallax style layouts. For the first Creative Project, students will explore digital marketing through the design, building, and sending of a multi-piece promotional HTML email campaign using one of the popular online email platform options. Creative Project One will be followed by an introduction to building WordPress sites for clients who wish to have a designer create the initial site and then want to maintain it on their own. Students will then build a WordPress website for their second Creative Project. Additional topics will include CSS3, HTML5 and building separate mobile websites. Formerly offered as CGD 244. Prerequisite: GID 113. Fall.

**GID 216. Motion Graphics for Interactive Media. 3 Credits.**

This course is an introduction to motion graphics and animation for designers. Students will explore the relationship between graphic design and time-based, interactive media while examining contemporary and historical examples of motion graphics and animation. This course will focus on the use of current industry standard software to produce a range of motion graphics projects for the Web and other interfaces. Students will be introduced to strategies of visual communication through kinetic elements: form, speed, rhythm, orientation, color, texture and quality of motion. Projects will cover basic animation principles, design and composition, typography, timing, storyboarding, and incorporating sound and music. Through varying creative projects, students will gain a solid foundation of motion graphics and animation and techniques that will support their creativity and enhance their digital skill-set. Prerequisites: GID 104 or permission of Division Dean; ENG 101 recommended as a pre or co-requisite.

**GID 299. Portfolio Preparation and Production. 4 Credits.**

This 4-credit course is the final capstone class in the GID program. Students will rework and refine their past projects for their portfolio, experience a "real world" client/designer professional relationship, explore production issues of print and web designs, write a resume, and develop a personal visual identity for self promotion. Students are expected to be proficient in page layout, digital imaging, digital illustration and web design as they move their strongest pieces forward, strengthening their portfolio as they advance their visual communication skills. The teacher will act as a facilitator for group critiques, organize guest speakers and field trips,

and provide service learning supervision. Service Learning provides students with an opportunity to enhance their design skills, in collaboration with a community-based nonprofit organization, as they provide creative visual solutions for their client. This course will prepare the student to enter the field of graphic and interactive design with both a printed and on-line portfolio of their best work, a comprehensive understanding of a perspective employer's expectations, and how to meet those expectations. As well, throughout the course students will gain a solid working knowledge of prepress and production techniques as it applies to their personal and client-based projects. Formerly offered as CGD 210. Prerequisites: GID 101, GID 104, GID 109, GID 113, GID 115, GID 117, GID 202, GID 204, GID 209 or permission of the Division Dean.