Recommended Course Sequence

GRAPHIC DESIGN: A.S. DEGREE PROGRAM

*Indicates pre-requisite

YEAR ONE

TOTAL CREDITS (64)
Required for A.S. Degree in Graphic Design Technology

This sequence is recommended to complete the program in two years. Schedule changes and course offering may affect your program. Consult the Course Catalog and Counselor to arrange courses and meet all requirements

FALL (15 Credits)

3	ART 1201C 2D Design	
3	ART 1300C Drawing	
3	ARH 2051 Art History 2*	
3	PGY 1801C Photoshop Design	
3	ENC 1101 Composition	

SPRING (15 Credits)

pre-req		
*ART1201C ART1300C	3 GRA 1110C Applied Design 1*	
	3 GRA 1151C Illustration Design	
*PGY1801C Photoshop Design	3 PGY 1802C Digital Photography*	
	3 GRA 2121C Publication Design	
	3 PSY 2012 General Psychology	

SUMMER (9)

6	Elective Science & Math
3	SPC 1024 or SPC 1600 Speech

YEAR TWO

FALL (15 Credits)

pre-req		
*GRA1151C Illustration Design	3 GRA 1201C Typographic Design*	
*PGY1801C Photoshop Design	3 GRA 1144C Web Design 1*	
*GRA1151C Illustration Design	3 GRA 2171C Brand & Ad Design*	
*GRA1151C Illustration Design	3 GRA 2157C Illustration Design 2*	
*GRA1144C Web Design1	3 GRA 2754C Web Design 2*	

SPRING (9)

pre-req		
*GRA1110C Applied Design 1	3 GRA 2180C Applied Design 2*	
*GRA1151C Illustration Design	3 GRA 2134C UX & UI Design*	
*GRA1201C Typography Design	3 GRA 2425C Portfolio*	
*GRA2425C Portfolio	1 GRA 2940C Internship*	

Incremental Certificate Programs

GRAPHIC DESIGN: A.S. DEGREE PROGRAM

The certificate programs are a **subset** of the two-year A.S. degree program. Students can receive a Certificate of Completion on their transcripts at incremental levels as outlined below. Students should consult the Course Catalog and a Counselor to arrange courses to meet all requirements.

*Indicates pre-requisite

Graphic Design Support

TOTAL CREDITS (15)
Certificate #1

(15 Credit Hours)

3	ART 1201C 2D Design
3	ART 1300C Drawing
3	PGY 1801C Photoshop Design
3	GRA 1151C Illustration Design
3	GRA 2121C Publication Design

Graphic Design Production

TOTAL CREDITS (24)
Certificate #2

(24 Credit Hours)

3	ART 1201C 2D Design
3	ART 1300C Drawing
3	PGY 1801C Photoshop Design
3	GRA 1151C Illustration Design
3	GRA 2121C Publication Design
3	PGY 1802C Digital Photography*
3	GRA 1201C Typographic Design*

Or Option

3	GRA 1144C Web Design 1*
3	GRA 2171C Brand & Ad Design*
3	GRA 2157C Illustration Design 2*

Graphic Design A.S. Degree

A.S. Degree Program

The graphic design industry has changed dramatically in the past ten years. What was formerly based on manual illustration and mechanical typesetting has now become computer based and digitally driven.

Our goal at BC is to arm you with the tools to succeed in this ever-changing field. Employers are seeking employees who have a combination of artistic, technical and business skills. BCC graduates of the AS degree program in Graphic Design program will have developed the skills necessary to support industry. growth and demand for qualified graphic designers.

Instructors

A.S. Degree Program

Rick McCawley
Program Manager Graphic Design
M.F.A Graphic Design (expected 2013)
M.A. in Fine Art Photography, Barry University
B.A., University of Florida

Adriana Portal
 M.F.A Florida Atlantic University

Instructors are established and experienced professionals in the field of graphic design. They are dedicated to student learning and prepared with both technical and theoretical knowledge about design and the profession

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3

CREDITS (Lab)

Drawing I
(ART 1300C)

This is an entry level course. This course is a prerequisite and should be completed prior to enrollment in advanced sequence courses.

This course considers the study of landscape and still life composition utilizing wet and dry drawing media. Students are introduced to fundamental drawing techniques and applications.

3

CREDITS (Lecture)

Art History II
(ARH 2051)

This course considers the survey and analysis of architecture, painting, sculpture, and new art forms from the 18th century to the present. Stressing the significance of Art's development resulting from international, social and cultural influences.

2D Design
(ART 1201C)

This is an entry level course. This course is a prerequisite and should be completed prior to enrollment in advanced sequence courses.

This course addresses two-dimensional study of form, principles of organization and the elements of design fundamental for creative work in 2D visual arts.

Photoshop Design
(PGY 1801C)

This is an entry level course. This course is a prerequisite and should be completed prior to enrollment in advanced sequence courses.

This is a graphic design course formulated to develop skills in Photoshop Design. Students will learn through the use of the computer how to create, edit and manipulate digital images from scanned photographs and artwork. Students will utilize retouching technique to modify, enhance and reshape images, apply special effects, adjust color balance, manage files, and prepare their work for print output and digital presentation.

Software used: Adobe Photoshop

Illustration Design 1
(GRA 1151C)

This is an entry level course. This course is a prerequisite and should be completed prior to enrollment in advanced sequence courses.

This course addresses the concepts and techniques necessary to create computer-generated illustrations for use in print, web and digital media applications. Students will work with industry standard software applications. Assignments include the creation of technical illustrations, information graphics and art for other applications. The class is portfolio driven.

Software used: Adobe Illustrator

Applied Design 1
(GRA 1110C)

PreReqs prior to enrollment in this course.

An introduction to the theory, history and practice of graphic design that explores a graphic designer's role in today's marketplace through lectures, speakers and field trips. Students will survey industry job titles including layout artist, package designer, web designer, advertising and branding design, as well as the increasing role of user experience and social networking design. Students will research and present a detailed examination of one facet of the industry. The class will also address ethics, copyright, and sustainability as well as business practices and professional organizations. The classes main goal is to answer, What is Graphic Design? – and what do Graphic Designers do?

PreReq: ART 1201C, ART 1300C

Digital Photography
(PGY 1802C)

Photoshop Design is a prerequisite for this class.

This is a Graphic Design course formulated to develop skills with a digital camera. Students will learn through the use of a digital camera how to take photographs for use in the designs they create for print, web and multimedia. Students will learn to properly expose, compose, and use effective lighting in the making of photographs. The use of natural and artificial lighting will be used in portraiture, product and outdoor photography.

Recommended: PGY 1801C

(Knowledge of Photoshop)

Typographic Design
(GRA 1201C)

Illustration Design is a prerequisite for this class.

This course is an introduction to digital typography. Emphasis is placed on type as a design and communication element. The fundamental rules of type design are introduced. The primary focus examines how type is used in contemporary graphic design applications, some practice in hand lettering and type style design will be included. Students will solve a variety of typographic problems commonly encountered in both print and electronic output. This class is portfolio driven.

PreReq: GRA 1151C

(Knowledge of Illustrator)

Software used: Adobe Illustrator

Publication Design
(GRA 2121C)

This is an entry level course. This course is a prerequisite and should be completed prior to enrollment in advanced sequence courses.

This course provides hands-on applications with a popular desktop publishing package. Through the application of desktop publishing techniques, students plan, design and create documents. Effective use of type, graphics and color in a publication's design and function are also covered.

Software used Adobe Indesign

Web Design 1
(GRA 1144C)

Photoshop Design is a prerequisite for this class.

Concepts and techniques of Web Design including HTML5, CSS3, and Adobe Dreamweaver software. Students will be able to design web sites, and understand principles of user experience and search engine optimization.

Software used Adobe Dreamweaver

Adobe Photoshop,

Brand & AD Design
(GRA 2171C)

PreReqs and knowledge of recommended software is strongly recommended prior to enrollment is this course.

This course will introduce advertising and marketing principles. Students will apply design and technical skills introduced in foundation level classes. The focus will be on solving real-world advertising and promotional problems, carrying projects from initial concept to final presentation of the product. Projects will satisfy the current industry preparing students for production in a variety of print outputs, as well as output for the web, tv and multimedia. The class is portfolio driven.

PreReq: GRA 1151C

Software used: Photoshop, Illustrator, Indesign

3 CREDITS (Lecture + Lab)

Illustration Design 2
(GRA 2157C)

PreReqs and knowledge of recommended software is strongly recommended prior to enrollment is this course.

This course is an introduction to digital typography. This course will introduce advertising and marketing principles. Students will apply design and technical skills introduced in foundation level classes. The focus will be on solving real-world advertising and promotional problems, carrying projects from initial concept to final presentation of the product. Projects will satisfy the current industry preparing students for production in a variety of print outputs, as well as output for the web, tv and multimedia. The class is portfolio driven.

PreReq: GRA 1151C, PGY 1801C

Software used: Photoshop, Illustrator, Indesign.

3 CREDITS (Lecture + Lab)

Web Design 2
(GRA 2754C)

PreReqs and knowledge of recommended software is strongly recommended prior to enrollment is this course.

To extend students' expertise in web design, this class will add advanced CSS, HTML5, Flash, search engine optimization, content management system and integration, as well as usability assessment and interface design. The student will also integrate social media, podcasting and blogging into web development.

PreReq: GRA 1144C– (Web Design 1)

Software: Dreamweaver, Photoshop.

3 CREDITS (Lecture + Lab)

Applied Design II
(GRA 2180C)

This is an advanced level course. PreReqs and knowledge of recommended software is required prior to enrollment is this course.

The student will apply all the knowledge acquired in previous courses to this portfolio building class. Projects will cover the full spectrum of graphic design jobs, including advertising, identity systems, packaging, way finding systems, and site-specific design. The designer will produce examples to show potential clients and/or employers the range of their skills. Sustainable design ideals will be employed, assessed and communicated to the class with each project. The goal is to find the most eco-friendly

PreReq: GRA 1110C Applied Design 1

InDesign, Illustrator, Photoshop.

3 CREDITS (Lecture + Lab)

User Experience & Interface Design
(GRA 2134C)

This is an advanced level course. PreReqs and knowledge of recommended software is required prior to enrollment is this course.

User experience design is the process of enhancing customer satisfaction and loyalty by improving the usability, ease of use, and pleasure provided in the interaction between the customer and the product in digital and web based design products.

PreReq: GRA 2121C, PGY 1801C, GRA 1151C
(Knowledge of InDesign, Photoshop, Illustrator)

Portfolio
(GRA 2425C)

This is an advanced level course. PreReqs and knowledge of recommended software is required prior to enrollment is this course.

Students will collect their work into a print and web portfolios that represents their mastery of the skills and standards of the graphic design program. This capstone class will include business practices, ethics, contracts and copyright issues. Issues of sustainability and environmental sensitivity will be stressed.

Recommended: Take this before Design Internship
GRA 2940C

Design Internship
(GRA 2940C)

This is an advanced level course. Enrollment in this course should take place in your last semester of coursework.

This course is a culmination of the Graphic Design Technology two year A.S. Program. Students will find employment in the field of Graphic Design and work a minimum of 256 hours for a company. Internships must include mentoring from an established staff person, pay must be at least minimum wage. Ideally the position should have the possibility to advance into a full time position and lead to a career in Graphic Design.

Software used Adobe Indesign

Graphic Design A.S. Degree

Graduates will be able to:

• Produce effective and communicative design concepts in print, and web fields.
• Create, edit and manipulate digital images.
• Solve real-world branding, corporate identity and promotional design problems.
• Knowledge of production and print processes in all areas of graphic design.
• Create conceptual illustrations and layouts for use across diverse design applications.

For More Information Contact:
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