

Visual and Performing Arts

Visual and Performing Arts Art: Graphic Design

Description

Living in an information-seeking society, we are surrounded by words and pictures. It is the task of the graphic designer to research, analyze, organize and make artistic order out of chaos. Graphic design students must learn to speak a global visual language and develop an awareness of the meanings and power of symbols and words. The products and services they design and promote will make a social and ecological impact.

Program Emphasis

Early emphasis is on the design process, form, color and typography. The elements and principles of design are applied to projects which include packaging, magazine production, and design and production of posters, logos and brochures. Guided by instructors who are working design professionals, students learn to design for the real world. They make decisions about issues of concept, format, imagery, type, printing and methodology. Computer and traditional methods are used to solve graphic problems. The program culminates in a professional portfolio which can be used to continue studies to a four-year university or obtain employment. The portfolio is critiqued by practicing design advisors and alumni.

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Career Options

Some careers in graphic design-related work require education beyond the associate degree. This list is not all-inclusive: advertising designer, art director, environmental graphic designer, graphic designer, type designer, illustrator, and magazine/editorial designer, multimedia designer, web page designer.

For additional information please visit our website:
<http://www.sdccgraphicdesign.com>

Academic Programs

Major requirements for an emphasis in graphic design for the certificate and associate degree require completion of the courses listed below. Additional general education and graduation requirements for the associate degree are listed in the catalog. **The associate degree requires a minimum of 60 units.**

Certificate of Achievement: Visual and Performing Arts

Graphic Design

Students are provided with skills for entry-level employment in the graphic design field while also developing a portfolio in graphic design for jobs and/or specific university admission requirements.

Courses Required for the Major:	Units
ARTF 150A, Design I.....	3
ARTG 106, Typography	3
ARTG 118, Graphic Design History.....	3
ARTG 120, Illustration	3
ARTG 124, Intermediate Graphic Design I (Page Layout)	3
ARTG 125, Digital Media.....	3
ARTG 133, Intermediate Graphic Design II (Identity Systems)	3
ARTG 148A, Portfolio A	3
ARTG 148B, Portfolio B	3
Total Units =	27

Associate in Arts Degree: Visual and Performing Arts

Graphic Design

The associate degree program offers employment skills, development of a portfolio in graphic design and offers courses for preparation for university transfer.

Courses Required for the Major:	Units
ARTF 110, Art History: Prehistoric to Gothic.....	3
ARTF 111, Art History: Renaissance to Modern	3
ARTF 150A, Design I.....	3
ARTG 106, Typography	3
ARTG 118, Graphic Design History.....	3
ARTG 120, Illustration	3
ARTG 124, Intermediate Graphic Design I (Page Layout)	3
ARTG 125, Digital Media.....	3
ARTG 133, Intermediate Graphic Design II (Identity Systems)	3

ARTG 148A, Portfolio A	3
ARTG 148B, Portfolio B	3

Total Units = 33

Recommended electives: Art-Fine Arts 126, 144, 149, 150B, 155A, 206, 210A; Art Graphic Design 144, 149, 270, 290; Photography 100, 105, 180, 181.

Transfer Information

Students planning to transfer to a four-year college or university should complete courses required for the university major and the degree general education pattern required by that transfer institution. See catalog TRANSFER INFORMATION section. Additional courses may be required to meet university lower-division requirements. **Course requirements at the transfer institution are subject to change and may be verified by a counselor or by consulting the current university catalog. Many Baccalaureate in Arts degrees require third semester competency in a foreign language. Consult the current catalog of the transfer institution and consult with a counselor.**

■ San Diego State University

Art, Emphasis in Graphic Design, B.A.: Art-Fine Arts 110, 111, 150A, 150B, 151, 155A, 155B; Graphic Arts 106 or Art-Fine Arts 185; six units of Art-Fine Arts electives.

■ California Polytechnic State University, San Luis Obispo

Graphic Design, B.S.: Art-Fine Arts 100, 110, 111, 151, 155A; Photography 135. See a counselor.

Art & Design, Graphic Design Concentration, B.S.: See a counselor for preparation for this concentration. Courses articulated with CPSU, SLO, courses are: Art-Fine Art 100, 110, 111, 151, 155A, 175A; Photography 135.

■ California State University, Long Beach

Graphic Design, Visual Communication, BFA: Art-Fine Arts 100 (elective), 110, 111, 150A, 151, 155A, 165A, 210A. See a counselor.

Art, Option in Graphic Design, B.A.: Art-Fine Arts 150A, 151, 155A, 210A or 210B, 165A, 185. Other required courses are not offered at City College.

For preparation for the institutions listed below which offer a baccalaureate degree and are recommended by the faculty, consult a current catalog or see a counselor.

Art Center, College of Design, Pasadena

**California College of Arts & Crafts,
San Francisco**

Courses

Art - Graphic Design (ARTG)

100 Basic Graphic Design

**1.5 hours lecture, 4.5 hours lab, 3 units
Grade Only**

This course is an introduction to the fundamental principles of graphic communication. Instruction will incorporate traditional hand-rendering methods, as well as, use of the computer. In this class the fundamental principles and elements of design are identified and applied to two and three dimensional projects. This course is required for graphic design majors. (FT) Associate Degree Credit & transfer to CSU and/or private colleges and universities.

106 Typography

**1.5 hours lecture, 4.5 hours lab, 3 units
Grade Only**

Limitation on Enrollment: This course is not open to students with credit for Art-Graphic Design 265A, Typography.

This beginning course covers the selection, styles, terminology, classifications, spacing, layout, and history of typography. Emphasis is placed on problem solving skills and analyzing concepts to solve typographic problems. Traditional hand rendering skills and computer software are used to develop effective typographic design. This course meets the requirements for the certificate of achievement and associate degree in graphic design. (FT) Associate Degree Credit & transfer to CSU and/or private colleges and universities.

118 Graphic Design History

**3 hours, 3 units
Grade Only**

This course examines graphic design as a vital component of each culture and period in human history. Great minds in design, breakthrough technologies and important design movements are covered in their historical context. This course is designed for the student in graphic design as preparation for the major. (FT) Associate Degree Credit & transfer to CSU and/or private colleges and universities.

120 Illustration**1.5 hours lecture, 4.5 hours lab, 3 units
Grade Only**

Advisory: English 51 and 56, each with a grade of "C" or better, or equivalent, or Assessment Skill Levels W5 and R5; and Art-Fine Arts 150A and 155B, each with a grade of "C" or better, or equivalent.

This course addresses illustration methods, materials, and tools as related to the discipline of graphic design. Emphasis is placed on developing effective visual concepts and solutions through specific illustration assignments. Students explore a variety of media techniques utilizing both black and white and color. (FT) Associate Degree Credit & transfer to CSU and/or private colleges and universities.

124 Intermediate Graphic Design I (Page Layout)**1.5 hours lecture, 4.5 hours lab, 3 units
Grade Only**

Advisory: Art-Graphic Design 125 and Art-Fine Arts 150A, 150B, and 185 with a grade of "C" or better, or equivalent, or Assessment Skill Levels W5 and R5.

Limitation on Enrollment: This course is not open to students who have completed Art-Commercial Art 120 or 124.

This intermediate course covers the design and layout of multiple page documents such as annual reports, brochures, newsletters, and stationery packages. The primary tool is the computer, utilizing layout software, but traditional design media is also used. Emphasis is placed on the application of grids and principles and procedures of effective layout. This course is designed for the student in graphic design as preparation for the major. (FT) Associate Degree Credit & transfer to CSU and/or private colleges and universities.

125 Digital Media**1.5 hours lecture, 4.5 hours lab, 3 units
Grade Only**

Advisory: English 51 and 56, each with a grade of "C" or better, or equivalent.

Limitation on Enrollment: This course is not open to students with credit for Art-Commercial Art 125.

This course is an introduction to the principles of digital media utilized for visual communication. Instruction incorporates the current hardware and software utilized in the graphic design industry. The specific hardware and software is announced for each course section. The course is tailored to the student in graphic design. (FT) CSU and/or private coll/univ.

126 Intermediate Digital Media**1.5 hours lecture, 4.5 hours lab, 3 units
Grade Only**

Advisory: Art-Graphic Design 125; and English 51 and English 56, each with a grade of "C" or better, or equivalent, or Assessment Skill Levels W5 and R5.

This course is an intermediate level survey course which explores the principles of digital media utilized for visual communication. Instruction will incorporate the primary hardware and software utilized in the digital media industry today. Each section of this course may utilize different hardware and software and may therefore be taken three times for credit. (FT) Associate Degree Credit & transfer to CSU and/or private colleges and universities.

133 Intermediate Graphic Design II (Identity Systems)**1.5 hours lecture, 4.5 hours lab, 3 units
Grade Only**

Advisory: Art-Graphic Design 125 and Art-Fine Arts 150A, 150B, and 185 with a grade of "C" or better, or equivalent.

Limitation on Enrollment: This course is not open to students with credit for Art-Commercial Art 110 or 133. This intermediate course covers the application of design principles to the production of logos and marks. Students learn to use type in current marks, create design briefs, and use branding in the development of package designs. Traditional and computer approaches are covered. This course is designed for the student as preparation for the major in graphic design. (FT) Associate Degree Credit & transfer to CSU and/or private colleges and universities.

144 Web Page Graphic Design**0.5 hour lecture, 4.5 hours lab, 2 units
Grade Only**

Advisory: English 51 and 56, each with a grade of "C" or better, or equivalent or Assessment Skill Levels W5 and R5; Art-Graphic Design 124, and 125, each with a grade of "C" or better, or equivalent.

Limitation on Enrollment: This course is not open to students with credit for Art-Graphic Art 265B, Web Page Design/Graphic Art.

This intermediate course explores the graphic elements of web page design. Emphasis is placed on the content, look and feel and navigational issues of web design. Instruction incorporates the current hardware and software utilized in the web industry. The specific hardware and software will be announced for each course section each semester. This course is tailored to the student in graphic design. (FT) Associate Degree

Credit & transfer to CSU and/or private colleges and universities.

148A Portfolio A

**1.5 hours lecture, 4.5 hours lab, 3 units
Grade Only**

Limitations on Enrollment: (1) This course is not open to students with credit for Art-Graphic Art 155 or 147; and (2) Student must submit portfolio of graphic design work in order to obtain add code from instructor for registration.

This advanced course covers the design and layout of personal identity to a stationery package, resume, cover letter and self-promotional piece. The class features guest lecturers in the fields of portfolio preparation, business and legal issues. Analysis of existing work, issues of format and content and implementation of a portfolio development plan culminates in completed panels. This course is designed as preparation for the major in graphic design. (FT) Associate Degree Credit & transfer to CSU and/or private colleges and universities.

148B Portfolio B

**1.5 hours lecture, 4.5 hours lab, 3 units
Grade Only**

Limitations on Enrollment: (1) This course is not open to students with credit for Art-Graphic Art 147; and (2) Student must submit portfolio of graphic design work in order to obtain add code from instructor for registration.

This advanced course applies the portfolio strategies developed in ARTG 148A to the creation of a complete professional portfolio of work. Students are required to formally present their portfolios for review and critical analysis by department faculty and advisors. This course is designed as preparation for the major in graphic design. (FT) Associate Degree Credit & transfer to CSU and/or private colleges and universities.

149 Studio Practices

**1.5 hours lecture, 4.5 hours lab, 3 units
Grade Only**

Limitation on Enrollment: Student must submit portfolio of graphic design work in order to obtain add code from instructor for registration.

This advanced course is designed to provide opportunities for professional practice in the field of graphic design. Whenever possible students will work on real jobs for non-profit organizations and San Diego City College. Interfacing with clients, developing design briefs and graphic problem solving will result in printed portfolio samples. This course is designed as

preparation for the major in graphic design. (FT) Associate Degree Credit & transfer to CSU and/or private colleges and universities.

206 Advanced Typography

**1.5 hours lecture, 4.5 hours lab, 3 units
Grade Only**

Advisory: Art-Graphic Design 106; and English 51 and English 56, each with a grade of "C" or better, or equivalent, or Assessment Skill Levels W5 and R5. This advanced course covers techniques and conceptual strategies to solve more complex typographic problems. Students will increase their knowledge of historical and contemporary letter forms and explore the expressive potential of typography to create meaning. (FT) Associate Degree Credit & transfer to CSU and/or private colleges and universities.

270 Work Experience in Graphic Design

**Hours by Arrangement, 1-4 units
Grade Only**

Limitation on Enrollment: Must obtain an Add Code from Work Experience Coordinator for registration. To receive credit a student must complete a minimum of seven units during the semester, including work experience. A program of on-the-job learning experiences for students employed in a job related to their major. The combined maximum credit for all work experience courses from all disciplines may not exceed 16 units. (FT) Associate Degree Credit and not Transferable.

290 Independent Study in Graphic Design

**Hours by Arrangement, 1-3 Units
Grade Only**

Limitation on Enrollment: Must obtain an Add Code from instructor for registration. Open to advanced students interested in working on special problems in Graphic Design. (FT) This course may be taken four times with different content for a maximum of six units. Associate Degree Credit & transfer to CSU and/or private colleges and universities.

This discipline may offer specialized instruction in one or more of the following areas: Supervised Tutoring (044), Special Topics (265), Independent Study (290), Individualized Instruction (296), Service Learning (277), Applied Applications and Software Skills (045L), or Work Experience (270). Detailed course descriptions are listed on page 96. Please refer to the class schedule and/or see the dean or department chair for availability.