

ASSOCIATE - GRAPHICS (ASGR)

ASGR-101 Communication Design I - (3 Credits)

This course is an introduction to the study of visual communication. Topics include conceptualization, graphic imagery, aesthetics and symbolism for the communication of information through graphic design. Visual problem solving and conceptualization is emphasized within a context of understanding of communication design history.

ASGR-102 Communication Design II - (3 Credits)

The course is a continuation of the study of visual communication in Communication Design I. Emphasis is placed on integration the symbolic and communicative aspects of typography with visual elements to execute real-world design project briefs. Through the application of design principles and typography, projects will stress strong visual concepts while exploring hands-on media and digital techniques. Visual problem solving skills will be developed and refined with a continued emphasis on the context within design history.

ASGR-201 Graphic Design I - (3 Credits)

This course is an introduction to the study of 2-D graphic design as a communication tool. It teaches students how to apply basic design concepts to the presentation of informative or persuasive material, and more broadly, how to visually communicate with an audience. Students will have a brief overview of the history of graphic design and graphic design theories.

ASGR-202 Graphic Design II - (3 Credits)

This is intermediate level course is a continuation of ASGR 201: Graphic Design I. Applying basic design concepts to the presentation of informative or persuasive material, students will develop their craft in practicing effective visual communication. The course emphasizes practical assignments that examine applied problem solving and professional solutions for graphic designers.

ASGR-203 Advertising Design I - (3 Credits)

This advanced study of concept and implementation for advertising campaigns, large, and small space ads include an exploration of the role of marketing in advertising from concepts to computers. This course emphasizes the development of personal expression and the preparation of a portfolio.

ASGR-204 Advertising Design II - (3 Credits)

This course is a continuation of ASGR 203. In this course students will continue to refine skills in marketing and advertising across a wide range of platforms. Understand the roles of both the Creative Director and Art Director as part of a team in the development of an advertising campaign. The course further emphasizes the key importance of the big idea, strategic research, ideation process, creation of ad copy, development and presentation of briefs and visual conceptualization to convey to advertising concept.

ASGR-207 Package Design I - (3 Credits)

In this course, students are introduced to the concept and design of packaging, including color, form, type, photography, and marketing.

ASGR-208 Package Design II - (3 Credits)

This course is a continuation of ASGR 207. This advanced course introduces students to true color image processing, powerful painting and masking features and color separation techniques. Other topics include templates, project management, image setting and advanced type control. Students produce portfolio pieces to illustrate their professional level of page design and production in both black-and-white as well as four-color.

ASGR-240 Portfolio - (3 Credits)

This course is concerned with building a graphic designer's and illustrator's portfolio and giving the students an awareness of the crucial role the portfolio plays in career development. The course also includes information relating to the job market, types of employment available, promotional pricing strategies and other career information of interest. Assignments are geared toward individual needs. Guest speakers include representatives from the art and design fields.

ASGR-270 Digital Design - (3 Credits)

This course covers designing for the grid for print and interactive applications. Topics include color, digital rendering, vector graphics and successful combinations of a variety of design software. Design assignments are geared towards a variety of output media, including print, motion, and interactive/on-line applications.

ASGR-9200 Internship Summer Only - (0 Credits)

Students receive on-the-job training in a professional setting.

ASGR-9201 Internship (1) credit only - (1 Credit)

Students receive on-the-job training in a professional setting.

ASGR-9202 Internship - (2 Credits)

Students receive on-the-job training in a professional setting.

ASGR-9203 Internship (3) Credit Only - (3 Credits)

Students receive on-the-job training in a professional setting.

ASGR-9213 Internship - (3 Credits)

Students receive on-the-job training in a professional setting.