

# Graphic & Interactive Design: Specialization in GRAPHIC Design

## Suggested Course Sequencing & Course Overview Chart

# GRAPHIC DESIGN (PRINT)

### AS Degree: Graphic Design Specialization

The Graphic Design Specialization prepares students to become graphic designers and production artists focusing studies primarily on graphic design for printed media. It provides instruction in courses directly related to developing visual communication and job skills for entry-level positions in advertising agencies, design studios and art departments for retail and other businesses. This specialization is best suited for people who are artistic, creative and enjoy traditional as well as computer design.

#### HOW TO READ THIS CHART:

- \* Course required for Technical Certificate in Graphic Design Production
- Course required for Technical Certificate in Graphic Design Support

Courses with a heavy border are a requirement of both AS Degree Specializations in Graphic & Interactive Design.

Courses with a light border are only a requirement for students pursuing the AS Degree Specialization in Graphic Design.

CHECK OUT OUR WEBSITES FOR ADDITIONAL INFORMATION AND TO PERUSE STUDENT WORK SAMPLES:

website: valenciagraphicdesign.com  
 blog: valenciagraphicdesign.com/blog  
 flickr: http://www.flickr.com/photos/vccgraphics/sets/



## THIS FLOW CHART IS FOR STUDENTS IN THE 2014/2015, 2015/2016, 2016/2017 CATALOG YEARS

STUDENTS WHO DECLARED THEIR DEGREE IN EARLIER CATALOGS NEED TO USE THE APPROPRIATE FLOW CHART FOR THEIR DEGREE REQUIREMENTS WHEN PLANNING THEIR SCHEDULES!

#### Semester 1 (14 CREDITS)

#### Semester 2 (12 CREDITS)

#### Semester 3 (11 CREDITS)

#### Semester 4 (12 CREDITS)

#### Semester 5 (13 CREDITS)

#### Semester 6 (2 CREDITS)

**GRA1751 - Information Architecture**  
 (2 credit) Provides instruction in user interaction and user experience to assist students in learning to research, plan, organize and develop an interactive solution. Logical thinking and creative problem solving processes used for planning interactive solutions, especially those found on the internet, will be provided. Special emphasis on visual communication fundamentals, problem solving, content strategy, sitemaps, wireframes, user interaction and user experience will be covered.

**GRA1142C - Graphic Design Essentials \* •**  
 (5 credit/7 contact) An introduction to visual communication principles, techniques, creative process and careers in the graphics industry. Typography, design, layout, color, production, resolution, and an introduction to industry standard computer and software for production of graphics are all explored. Software exploration involves learning the fundamentals of most recent versions of: Photoshop, Illustrator, InDesign.

critique basics  
 page layout  
 file saving formats  
 printing basics  
 macintosh basics  
 lab regulations  
 text formatting/typog.

pre-press basics  
 vector paths  
 raster images  
 quizzes  
 network basics  
 production basics  
 creative processes

computer exam  
 resolution/dpi  
 newsletter proj.  
 photo retouching  
 logo/identity proj.

**ONLINE ONLY!**

**GRA1413 - Professional Development for Designers \* •**  
 (1 credit) Students will learn basic job related skills that are industry-specific, how to prepare a resume, prepare for a job interview, learn to write a cover letter and learn how to develop and present a portfolio.

**ART1300C - Drawing I \* •**  
 (3 credit/6 contact) Introductory drawing class with emphasis on basic skills and concepts.

**General Education Course(s):**  
 Freshman Comp I (ENC1101)

**GRA2201C - Electronic Imaging \* •**  
 Minimum grade of C in GRA1142C or depart. approval (3 credit/4 contact) Intermediate instruction in most recent version of Adobe Photoshop and considerations such as color models, memory requirements, resolution, scanning and output. Projects focus on utilization of good design principles for execution of ideas and concept development.

**GRA1203C - Layout, Design and Copy Preparation \* •**  
 Minimum grade of C in GRA1142C or depart. approval (3 credit/4 contact) Covers the fundamentals of layout, design, traditional and digital pre-press and provides an introduction to usage of the computer to prepare art and photographs for printing.

**GRA1206C - Fundamentals of Typography \* •**  
 Minimum grade of C in both GRA 1142 and GRA 1413; or minimum grade of C in both DIG 2000C and DIG 1940; or department approval. (3 credit/4 contact) Includes the history and classification of type. Contemporary type usage will be explored. Projects in type design and production include the use of a computer and industry-standard vector and layout software.

**General Education Course(s):**  
 Science or Math (See AS General Education Requirement)

**ONLINE ONLY!**

**DIG 2100C Web Essentials**  
 (2 credit/3 contact) Students become familiar with essential concepts used to employ critical thinking and basic programming skills to create standards compliant web sites. Students also learn the importance of usability, accessibility, and web standards when creating projects.

**GRAPHICS ELECTIVE (only take one for degree req.)**  
 Prerequisites depending on the course (3 credit). Students can choose a topic they feel best suits their educational and career goals. A graphics elective must be selected from one of the pre-approved courses listed below. **Note:** taking additional electives beyond the one degree requirement will not be covered by financial aid. **Courses with prerequisite(s) marked with a \*:**

- \*GRA1933C Fundamentals of Creative Thinking
- \*GRA2225C Advanced Typography
- \*GRA1956C Phoenix Design Project
- GRA1190 History of Graphic Design
- \*GRA2755C Web Development for Designers
- \*GRA2425 Business & Ethics of Graphic Design
- \*GRA2151C Illustrating
- \*GRA2207C Advanced Image Editing
- \*GRA2930 Selected Topics in Graphic Arts
- PGY1800C Digital Photography

**GRA2156C - Vector Illustration \* •**  
 Minimum grades of C in ART1300C and DIG2000C or GRA1142C or department approval (3 credit/4 contact) Concentrates on most recent version of vector illustration software with both the student and professional in mind. The focus is on advanced capabilities of this software including output, using process/spot color systems and usage with other programs including Photoshop.

**General Education Course(s):**  
 The Visual Arts Today/Arts Appreciation (ARH1000)

**GRA2141C - Web Page Design \* •**  
 Minimum grades of C in GRA2201C and GRA1206C and DIG2100C or depart. approval (3 credit/4 contact) A course designed for students interested in web page design, maintaining a web site, (X)HTML and CSS. Various software including text editors and most recent versions of Dreamweaver and Adobe Photoshop will be utilized. Emphasis will be placed on design and functionality of student's web pages.

**Technical Certificates are great, but can your visual portfolio compete with our AS Degree graduates for jobs? Keep going!**

**GRA2113C - Advanced Graphic Design I**  
 Minimum grades of C in GRA1203C and GRA1206C or depart. approval (3 credit) Emphasizes layouts and comprehensive creation. Projects are based on assignments for actual or hypothetical companies and will involve a variety of design venues.

**GRA2121C - Publication Design**  
 Minimum grades of C in GRA1203C and GRA1206C or depart. approval (3 credit/4 contact) Designed to provide students with hands on usage of high-end publishing software and hardware for the production of quality publications. A focus on good graphic design skills will include: composition, layout, typography, pagination, style, balance, format and project planning.

**General Education Course(s):**  
 Introductory Sociology (SYG2000)  
 OR  
 General Psychology (PSY2012)

**GRA2585C - User Interface Design**  
 (3 credit/4 contact) Earn a C or higher in each of the following: DIG 2100C, GRA 1751 (Information Architecture) and GRA2201C or departmental approval. Provides instruction in user interface design to assist students in learning to research, plan, organize and develop interactive solutions for a variety of user interfaces and user experiences. Special emphasis on visual design fundamentals, problem solving, design process, emerging trends, user interaction and experience will be covered.

**GRA1180C - Portfolio Prep**  
 (1 credit) Minimum grade of C in GRA2113C or GRA2133C or depart. approval. This course is designed to get students prepared to do an internship and to help them prepare to be successful in Portfolio Review.

**GRA2182C - Advanced Graphic Design II**  
 Minimum grade of C in GRA2113C or depart. approval (3 credit) Comprehensive course involving and in-depth study of advanced design visual problem solving. Includes target market strategies, exploring design materials and techniques, concept development, production considerations, presentation and creative process development and competition participation.

**APPLY FOR AN INTERNSHIP NOW FOR NEXT SEMESTER! CHECK OUR WEBSITE FOR INSTRUCTIONS & MANDATORY MEETING DATES: (WWW.VALENCIAGRAPHICDESIGN.COM). CLICK ON THE LINK ON OUR HOME PAGE CALLED "READY TO INTERN?" YOU CANNOT REGISTER FOR INTERNSHIP VIA ATLAS! AND YOU CANNOT REGISTER FOR INTERNSHIP WITHOUT FIRST WATCHING THE MANDATORY ORIENTATION!**

**GRA2310C - Graphic Reproduction Processes**  
 Minimum grade of C in GRA2121C or depart. approval (3 credit/4 contact) A comprehensive course that includes the study of paper selection, inks, estimating, image assemble, platemaking, printing, finishing and binding. Digital technology's impact on the graphic processes will also be explored. May involve field trips to local businesses.

**General Education Course(s):**  
 Interpersonal Communication (SPC1017)

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**IF YOUR DEGREE AUDIT RUNS SMOOTHLY, APPLY FOR GRADUATION NOW!!!!!!**

**GRA1951C - Portfolio Review**  
 Minimum grade of C in GRA1180C (Portfolio Prep) or depart. approval (1 credit/2 contact) This course is designed to help students prepare their portfolios, professionally produce their self promotional items and gain valuable interviewing skills. Students participate in an interview conducted by a panel of professionals as a portion of their grade.

**GRA2942 - Graphics Internship**  
 Satisfactory completion of required college prep. courses; 12 Valencia college-level credits including a minimum grade of C in GRA2182C or GRA2143C and minimum GPA of 2.0. Students earn credit by working in a supervised training assignment directly related to college major. One credit hour required, however, may be repeated for credit up to 4. Each credit earned requires 80 hours of work with internship employer.

**NOTE: STUDENTS MUST APPLY FOR AN INTERNSHIP WITH THE INTERNSHIP OFFICE THE SEMESTER PRIOR TO INTERNING. ALSO, THERE IS A MANDATORY ORIENTATION YOU MUST WATCH - WITHOUT DOING SO YOU WILL NOT BE ABLE TO REGISTER. INSTRUCTION FOR HOW TO APPLY AND DEADLINES ARE PROVIDED ON OUR WEBSITE:**

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blog: valenciagraphicdesign.com/blog

flickr: http://www.flickr.com/photos/vccgraphics/sets/

**HOW TO READ THIS CHART:**

- \* Course required for **Technical Certificate** in **Interactive Design Production**
- Course required for **Technical Certificate** in **Interactive Design Support**

**Courses with a heavy border are a requirement of both AS Degree Specializations in Graphic & Interactive Design.**

**Courses with a light border are only a requirement for students pursuing the AS Degree in Interactive Design.**

**Graphic & Interactive Design: Specialization in INTERACTIVE Design**

Suggested Course Sequencing & Course Overview Chart

INTERACTIVE DESIGN (WEB)

**AS Degree: Interactive Design Specialization**

The Interactive Design specialization prepares students to become entry-level interactive and web designers. If you enjoy creating graphics, developing interactive media, 2D web animation and designing web pages, you will enjoy this specialization. It provides instruction in courses directly related to developing visual communication and job skills for entry-level positions in advertising agencies, design studios and art departments for retail and other businesses. This specialization is best suited for people who are artistic, creative and enjoy traditional as well as computer design.

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Semester 1 (11 CREDITS)

Semester 2 (14 CREDITS)

Semester 3 (12 CREDITS)

Semester 4 (12 CREDITS)

Semester 5 (10 CREDITS)

Semester 6 (5 CREDITS)

**GRA1751 - Information Architecture \* •**  
(2 credit) Provides instruction in user interaction and user experience to assist students in learning to research, plan, organize and develop an interactive solution. Logical thinking and creative problem solving processes used for planning interactive solutions, especially those found on the internet, will be provided. Special emphasis on visual communication fundamentals, problem solving, content strategy, sitemaps, wireframes, user interaction and user experience will be covered.

**ONLINE ONLY!**  
**GRA1413 - Professional Development for Designers**  
(1 credit) Students will learn basic job related skills that are industry-specific, how to prepare a resume, prepare for a job interview, learn to write a cover letter and learn how to develop and present a portfolio.

draft personal resume	lecture/audiovisual
on-line class interactions	job search basics and networking
what is graphic design	potential employer list
industry expectations	scheduling advising
AS program overview	portfolio expectations
learning strategies	industry work environments
FAQs for Graphics courses and degrees	industry work environments
New Student Experience course learning outcomes	

**GRA1142C - Graphic Design Essentials \* •**  
(5 credit/7 contact) An introduction to visual communication principles, techniques, creative process and careers in the graphics industry. Typography, design, layout, color, production, resolution, and an introduction to industry standard computer and software for production of graphics are all explored. Software exploration involves learning the fundamentals of most recent versions of: Photoshop, Illustrator, InDesign.

critique basics	pre-press basics	computer exam
page layout	vector paths	resolution/dpi
file saving formats	raster images	newsletter proj.
printing basics	quizzes	photo retouching
macintosh basics	network basics	logo/identity proj.
lab regulations	production basics	
text formatting/typog.	creative processes	

**GRA2201C - Electronic Imaging \* •**  
Minimum grade of C in GRA1142C or depart. approval (3 credit/4 contact) Intermediate instruction in most recent version of Adobe Photoshop and considerations such as color models, memory requirements, resolution, scanning and output. Projects focus on utilization of good design principles for execution of ideas and concept development.

scanning	color correction
masking & compositing	digital painting project
apply basic design principles	creative processes
advanced layers	advertising composite project
brushes and styles	web layout project
prepping imagery for various output	
various projects focused on technique and concept	

**GRA1206C - Fundamentals of Typography \***  
Minimum grade of C in both GRA 1142 and GRA 1413; or minimum grade of C in both DIG 2000C and DIG 1940; or department approval. (3 credit/4 contact) Includes the history and classification of type. Contemporary type usage will be explored. Projects in type design and production include the use of a computer and industry-standard vector and layout software.

typographic terminology and classification  
typographic editing  
correct usage in various visual communication environments  
use of basic design concepts applied to typographic principles  
book design, poster design, type research paper

**ONLINE ONLY!**  
**DIG 2100C Web Essentials \* •**  
(2 credit/3 contact) Students become familiar with essential concepts used to employ critical thinking and basic programming skills to create standards compliant web sites. Students also learn the importance of usability, accessibility, and web standards when creating projects.

target audiences, usability	web standards
(X)HTML and CSS syntax	Internet browsers & platforms
troubleshooting projects	validation
project planning	accessibility

**ART1300C - Drawing I \***  
(3 credit/6 contact) Introductory drawing class with emphasis on basic skills and concepts.

**GRA2585C - User Interface Design \* •**  
(3 credit/4 contact) Earn a C or higher in each of the following: DIG 2100C, GRA 1751 (Information Architecture) and GRA2201C or departmental approval. Provides instruction in user interface design to assist students in learning to research, plan, organize and develop interactive solutions for a variety of user interfaces and user experiences. Special emphasis on visual design fundamentals, problem solving, design process, emerging trends, user interaction and experience will be covered.

Collaborative Group Project	Home Automation System
Travel Application / Website	UI Kit

**GRA2141C - Web Page Design \***  
Minimum grades of C in GRA2201C and GRA1206C and DIG2100C or depart. approval (3 credit/4 contact) A course designed for students interested in web page design, maintaining a web site, (X)HTML and CSS. Various software including text editors and most recent versions of Dreamweaver and Adobe Photoshop will be utilized. Emphasis will be placed on design and functionality of student's web pages.

basic web page design	Dreamweaver
optimizing web imagery	Photoshop
(X)HTML & CSS syntax	history of web
planning & researching	
evaluating web site design	

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**GRA2156C - Vector Illustration**  
Minimum grades of C in ART1300C and DIG2000C or GRA1142C or department approval (3 credit/4 contact) Concentrates on most recent version of vector illustration software with both the student and professional in mind. The focus is on advanced capabilities of this software including output, using process/spot color systems and usage with other programs including Photoshop.

package design	objective quizzes
label design	logo/letterhead package
poster	flyer/banner
direct mailer	hang tags
menu design	billboard design
(various projects listed here are subject to change)	

**GRA2723C - CSS Design**  
Minimum grades of C in DIG2100C and GRA2141C or department approval (3 credit/4 contact) Students will apply the fundamentals of visual communication and typography acquired in prerequisite courses and advance their knowledge of CSS (Cascading Style Sheets) to plan, design, and develop standards-compliant, visually attractive Web pages. Students will learn to separate style & content from structure to create effective, accessible Web pages.

(X)HTML Syntax    Applying CSS to (X)HTML documents  
Web Standards, accessibility & usability  
Comprehensive Web Site Designs, project planning and production  
CSS formatting, positioning, syntax

**GRA2133C - Intermediate Web Design**  
Minimum grades of C in DIG2100C and GRA2141C or department approval (3 credit/4 contact) Provides intermediate instruction in the most current applications and coding languages being used in the industry to assist students in the creation of web pages. Instruction on proper coding of the pages with consideration of various platforms and cross-platform testing will be provided. Special emphasis on visual communication techniques, web design principles, responsive web design and intermediate coding skills will be covered.

(X)HTML Syntax    Applying CSS to (X)HTML documents  
Web Standards, accessibility & usability  
Comprehensive Web Site Designs, project planning and production  
CSS formatting, positioning, syntax

**GRAPHICS ELECTIVE (only take one for degree req.)**  
Prerequisites depending on the course (3 credit). Students can choose a topic they feel best suits their educational and career goals. A graphics elective must be selected from one of the pre-approved courses listed below. **Note:** taking additional electives beyond the one degree requirement will not be covered by financial aid. **Courses with prerequisite(s) marked with a \*:**

- \*GRA1933C Fundamentals of Creative Thinking
- \*GRA2225C Advanced Typography
- \*GRA1956C Phoenix Design Project
- GRA1190 History of Graphic Design
- \*GRA2755C Web Development for Designers
- \*GRA2425 Business & Ethics of Graphic Design
- \*GRA2151C Illustrating
- \*GRA2207C Advanced Image Editing
- \*GRA2930 Selected Topics in Graphic Arts
- PGY1800C Digital Photography

**GRA2132C - Advanced Interactive Design**  
Minimum grades of C in DIG2100C and DIG2500C or minimum grade of C in just GRA2133C Intermediate Web Design or department approval (3 credit/4 contact) Students learn advanced techniques to produce interactive design projects. Students design projects through various steps of development, implementation, testing and final output. Special attention is given to scripting, design considerations for output media and system configurations.

project planning and production utilizing design principles  
comprehensive user centered interactive design project  
advanced authoring and scripting techniques  
problem solve, debug and troubleshoot

**GRA2724C - Advanced CSS**  
Minimum grade of C in GRA2723C or department approval (3 credit/4 contact) Students will apply visual communication, creative problem solving and typographic layout techniques to create advanced level web site solutions for their professional portfolios. Students will plan, design, and develop standards-compliant, visually attractive web pages utilizing advanced CSS (Cascading Style Sheets) and other industry standard software and coding languages.

Integrated solutions for organizations    Branding & campaigns  
Web Standards, accessibility & usability    Modular CSS  
Experimental and conceptual opportunities for portfolio

**GRA1180C - Portfolio Prep**  
(1 credit) Minimum grade of C in GRA2113C or GRA2133C or depart. approval. This course is designed to get students prepared to do an internship and to help them prepare to be successful in Portfolio Review.

comprehensive pass/fail final	resources and advice
personal brand and collateral	plan self-promo piece
design résumé	industry expectations

**GRA2143C - Advanced Web Page Design**  
Minimum grades of C in DIG2100C and DIG2500C and GRA2141C or a grade of C or higher in just GRA2133C (Intermediate Web Design) or department approval (3 credit/4 contact) Advanced tools and techniques will be taught enabling students to produce sophisticated, interactive web sites according to audience needs and capabilities. Understanding of web site maintenance and administration will be covered.

project planning and production applying design principles  
advanced syntax for creating web sites  
advanced interactive web sites with multimedia elements  
website development, maintenance & administration  
web rates and contracts

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**IF YOUR DEGREE AUDIT RUNS SMOOTHLY, APPLY FOR GRADUATION NOW!!!!!!**

**GRA1951C - Portfolio Review**  
Minimum grade of C in **GRA1180C (Portfolio Prep)** or depart. approval (1 credit/2 contact) This course is designed to help students prepare their portfolios, professionally produce their self promotional items and gain valuable interviewing skills. Students participate in an interview conducted by a panel of professionals as a portion of their grade.

interview discussion	industry expectations
resources and advice	produce self promo
design/redesign of work for portfolio	develop and produce portfolio

**GRA2942 - Graphics Internship**  
Satisfactory completion of required college prep. courses; 12 Valencia college-level credits including a minimum grade of C in GRA2182C or GRA2143C and minimum GPA of 2.0. Students earn credit by working in a supervised training assignment directly related to college major. One credit hour required, however, may be repeated for credit up to 4. Each credit earned requires 80 hours of work with internship employer.

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**General Education Course(s):**  
Freshman Comp I (ENC1101)

**General Education Course(s):**  
Science or Math (See AS General Education Requirement)

**General Education Course(s):**  
The Visual Arts Today/Arts Appreciation (ARH1000)

**General Education Course(s):**  
Introductory Sociology (SYG2000)  
**OR**  
General Psychology (PSY2012)

**General Education Course(s):**  
Interpersonal Communication (SPC1017)

