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

Suggested Course Sequencing & Course Overview Chart

GRAPHIC DESIGN (PRINT)

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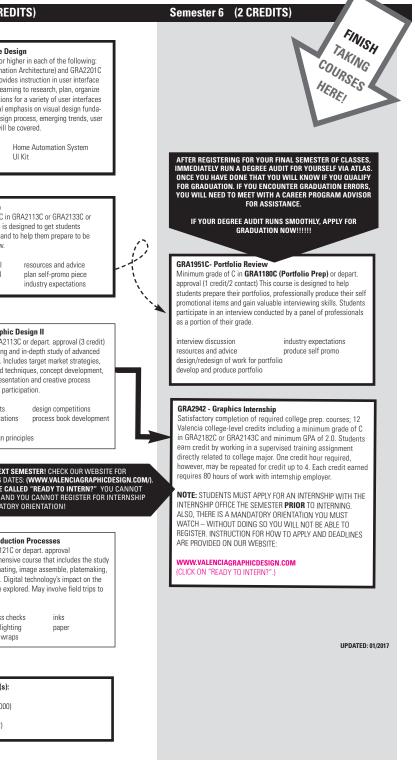
CHECK OUT OUR WEBSITES FOR ADDITIONAL INFORMATION AND TO PERUSE STUDENT WORK SAMPLES:

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

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.

THIS FLOW CHART IS FOR STUDENTS IN THE **2017/2018** CATALOG YEAR

STUDENTS WHO DECLARED THEIR DEGREE IN EARLIER CATALOGS NEED TO USE THE APPROPRIATE FLOW CHART FOR THEIR DEGREE REQUIREMENTS! The only change in this catalog year:
SLS 1122 New Student Experience is replacing the previous General Education degree requirement, SPC 1017 Interpersonal Communication.

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	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	

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	schedule advising
on-line class interactions	job search basics and networking
what is graphic design	portfolio expectations
industry expectations	industry work environments
AS program overview	industry resume expectations
learning strategies	
FAQs for Graphics courses and degrees	

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

General Education Course(s):

New Student Experience (SLS1122) – This course must be taken within the first two terms, however it is highly recommended students take this during their first term.

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	

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 design concepts and provides an introduction to usage of the computer to prepare art and photographs for printing.

paper, ink & production	color & reproduction
practical & objective exam	production-wise design
applying design fundamentals	
InDesign - intermediate	
various design and layout projects	

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

General Education Course(s):

Freshman Comp I (ENC1101)

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
html & CSS syntax	Internet browsers & platforms
troubleshooting projects	validation
project planning	accessibility

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.

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)	

General Education Course(s):

Science or Math (See AS General Education Requirement)

GRA2141C - Web Page Design ✳
Minimum grades of C in GRA2201C and GRA1206C and DIG2100C or depart. approval (3 credit/4 contact) A foundation to intermediate level course in web page design, maintaining a web site, html and CSS. Various software programs, including text editors and most recent versions web layout software and techniques, will be utilized. Emphasis will be placed on design and functionality of students' web pages.

web page design principles	web layout software
optimizing web imagery	Photoshop
html & CSS syntax	history of web
planning & researching	text editors for coding
evaluating web site design	project planning and production
comprehensive web designs	

Technical Certicates 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 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 venus.

copy writing	concept development
package design	corporate identity package
corporate series	advertising campaign
vehicles in design	art direction/client briefing
(various projects listed here are subject to change)	

GRA2121C - Publication Design
Minimum grades of 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.

intermediate InDesign	style sheets
typographic principles	content creation
art direction	publication research
Illustrator & Photoshop basics	clipping paths
creating ePubs	digital publishing
advertisement redesign	time management
(various projects listed here are subject to change)	

General Education Course(s):

The Visual Arts Today/Arts Appreciation (ARH1000)

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

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

GRA2182C - Advanced Graphic Design II
Minimum grade of 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.

advanced typographic concepts	design competitions
advanced production considerations	process book development
advertising fundamentals	
application of advanced design principles	

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.

printing processes	press checks	inks
objective exams	preflighting	paper
output considerations	bus wraps	

General Education Course(s):

Introductory Sociology (SYG2000)
OR
General Psychology (PSY2012)

AFTER REGISTERING FOR YOUR FINAL SEMESTER OF CLASSES, IMMEDIATELY RUN A DEGREE AUDIT FOR YOURSELF VIA ATLAS. ONCE YOU HAVE DONE THAT YOU WILL KNOW IF YOU QUALIFY FOR GRADUATION. IF YOU ENCOUNTER GRADUATION ERRORS, YOU WILL NEED TO MEET WITH A CAREER PROGRAM ADVISOR FOR ASSISTANCE.

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.

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:

WWW.VALENCIAGRAPHICDESIGN.COM
(CLICK ON "READY TO INTERN?".)

UPDATED: 01/2017

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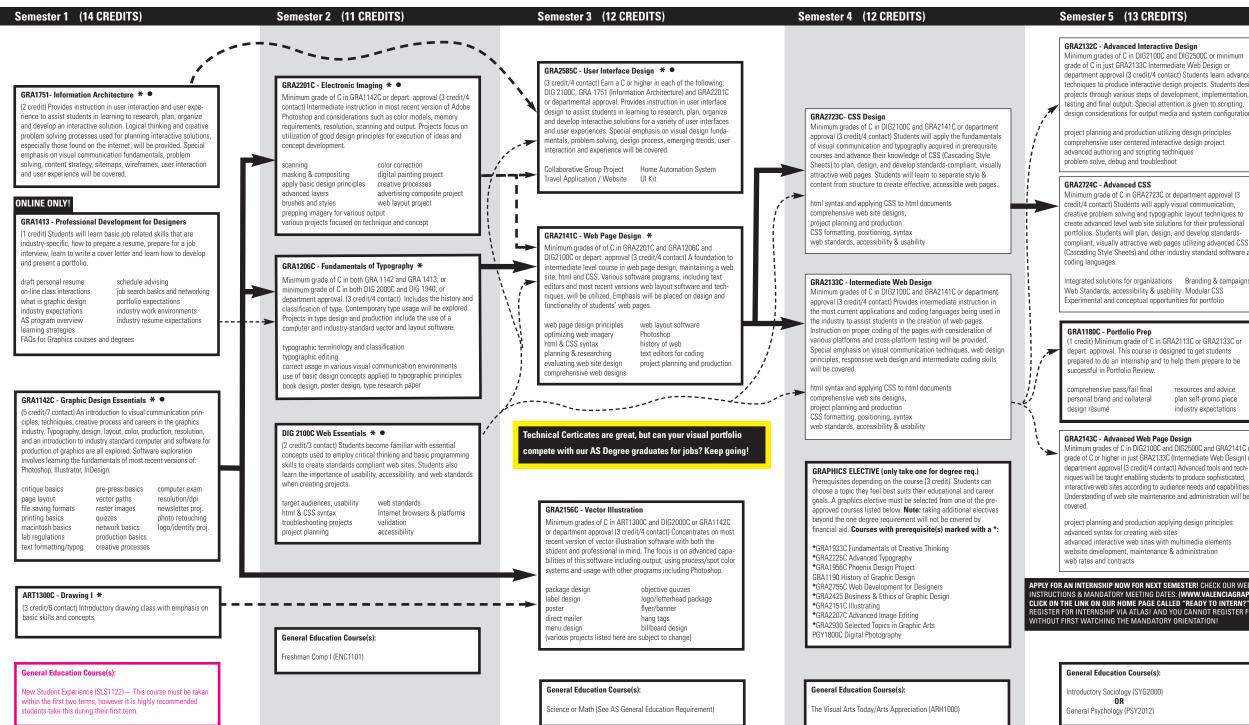
Courses with a light border are only a requirement for students pursuing the AS Degree in Interactive Design.

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

Suggested Course Sequencing & Course Overview Chart

INTERACTIVE DESIGN (WEB)

BEGIN TAKING COURSES HERE!

THIS FLOW CHART IS FOR STUDENTS IN THE **2017/2018** CATALOG YEAR

STUDENTS WHO DECLARED THEIR DEGREE IN EARLIER CATALOGS NEED TO USE THE APPROPRIATE FLOW CHART FOR THEIR DEGREE REQUIREMENTS! The only change in this catalog year:
SLS 1122 New Student Experience is replacing the previous General Education degree requirement, SPC 1017 Interpersonal Communication.

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**.**

Semester 1 (14 CREDITS)	Semester 2 (11 CREDITS)	Semester 3 (12 CREDITS)	Semester 4 (12 CREDITS)	Semester 5 (13 CREDITS)	Semester 6 (2 CREDITS)

FINISH TAKING COURSES HERE!

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	schedule advising
on-line class interactions	job search basics and networking
what is graphic design	portfolio expectations
industry expectations	industry work environments
AS program overview	industry resume expectations
learning strategies	
FAQs for Graphics courses and degrees	

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	

ART1300C - Drawing I ✳

(3 credit/6 contact) Introductory drawing class with emphasis on basic skills and concepts.

General Education Course(s):

New Student Experience (SLS1122) – This course must be taken within the first two terms, however it is highly recommended students take this during their first term.

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

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
html & CSS syntax	Internet browsers & platforms
troubleshooting projects	validation
project planning	accessibility

General Education Course(s):

Freshman Comp I (ENC1101)

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 of C in GRA2201C and GRA1206C and DIG2100C or depart. approval (3 credit/4 contact) A foundation to intermediate level course in web page design, maintaining a web site, html and CSS. Various software programs, including text editors and most recent versions web layout software and techniques, will be utilized. Emphasis will be placed on design and functionality of students' web pages.

web page design principles	web layout software
optimizing web imagery	Photoshop
html & CSS syntax	history of web
planning & researching	text editors for coding
evaluating web site design	project planning and production
comprehensive web designs	

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GRA2156C - Vector Illustration

Minimum grades of C in ART1300C and DIG2000C or GRA 1142C 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)	

General Education Course(s):

Science or Math (See AS General Education Requirement)

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.

html syntax and applying CSS to html documents
comprehensive web site designs,
project planning and production
CSS formatting, positioning, syntax
web standards, accessibility & usability

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.

html syntax and applying CSS to html documents
comprehensive web site designs,
project planning and production
CSS formatting, positioning, syntax
web standards, accessibility & usability

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 *:**

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*GRA2425 Business & Ethics of Graphic Design
*GRA2151C Illustrating
*GRA2207C Advanced Image Editing
*GRA2930 Selected Topics in Graphic Arts
PGY1800C Digital Photography

General Education Course(s):

The Visual Arts Today/Arts Appreciation (ARH1000)

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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General Education Course(s):

Introductory Sociology (SYG2000)
OR
General Psychology (PSY2012)

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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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