

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, UI designers, brand designers, advertising designers, web and print layout designers, concept developers, and production artists focusing studies primarily on **graphic design for printed media**. It provides instruction in courses directly related to developing visual communication, design thinking, creative problem solving, and job skills for entry-level positions in advertising agencies, design studios, and in-house creative departments for any industry in need. This specialization is best suited for people who are artistic, creative, and enjoy traditional as well as digital techniques. In their final semester, students focus heavily on improving their body of work for their portfolios, undergoing a final portfolio review, and gaining valuable industry work experience and mentoring as an intern.



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 Design & Interactive Design.

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

Graphic Design Production (24 credits)

- GRA1142C Graphic Design Essentials
- GRA1413 Professional Dev. for Designers
- ART1300C Drawing 1
- *GRA2585C User Interface Design
**hidden prerequisite GRA1751 (2 credits) for GRA2585C*
- GRA2201C Electronic Imaging
- GRA1206C Fundamentals of Typography
- GRA1203C Layout Design
- GRA2156C Vector Illustration

Graphic Design Support (15 credits)

- GRA1142C Graphic Design Essentials
- GRA1413 Professional Dev for Designers
- GRA2201C Electronic Imaging
- GRA1206C Fundamentals of Typography
- GRA1203C Layout Design

CHECK US OUT ONLINE AND FOLLOW US ON SOCIAL MEDIA:

valenciagraphicdesign.com
facebook.com/valenciagraphics
 join us in Slack! graphicsstudents.slack.com
 see some student work: valenciagraphicdesign.myportfolio.com

FOR STUDENTS IN THE CATALOG YEAR:

2024/2025

STUDENTS WHO DECLARED THEIR DEGREE IN EARLIER CATALOGS NEED TO USE THE APPROPRIATE FLOW CHART FOR THEIR DEGREE REQUIREMENTS! THIS FLOW CHART IS MINIMALLY MODIFIED FROM THE PREVIOUS CATALOG YEAR.



Semester 1 (14 CREDITS)

GRA1751 - Information Architecture
 (2 credit) 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, with a special emphasis on interactive design, 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 |
| Apple/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 1 *
 (3 credit/6 contact) Introductory drawing class with emphasis on basic skills and concepts.

General Education Course(s):

ENC 1101 Freshman Comp I

Semester 2 (12 CREDITS)

GRA2585C - User Interface Design *
 (3 credit/4 contact) Earn a C or higher in both GRA1751 and GRA1142C 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.

- | | |
|----------------------|---------------------------|
| Types of UI | Logical thinking/planning |
| Research/planning | Organization/Development |
| UI/UX | Problem solving |
| User Flow/Navigation | Wireframing & Prototyping |
| UI tools | |

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 | creative processes |
| apply basic design principles | retouching |
| advanced layers | |
| brushes and styles | |
| prepping imagery for various output | |
| various projects focused on technique and concept | |

GRA1206C - Fundamentals of Typography * •
 Minimum grade of C in both GRA1142C and GRA1413; or minimum grade of C in both DIG2109C and DIG1940; 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):

Science (See AS General Education CORE Science options/list)

Semester 3 (11 CREDITS)

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

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

- | | |
|-----------------------------|-------------------------------|
| target audiences, usability | web standards |
| html & CSS syntax | Internet browsers & platforms |
| troubleshooting projects | validation |
| project planning | accessibility |

GRA1203C - Layout, Design and Copy Preparation * •
 Minimum grade of C in GRA1142C or department approval (3 credit/4 contact) A practical course in utilizing industry-standard layout software to convert rough ideas into technically sound print-ready layouts. Students are encouraged to apply various design fundamentals, such as color, balance, hierarchy and the typographic grid.

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

GRA2156C - Vector Illustration *
 Minimum grades of C in ART1300C and either GRA1142C or DIG2109C or department approval. (3 credit/4 contact) A course covering the concepts of electronic publishing and the ability to create and manipulate full color graphic illustrations. Students will receive training on Adobe Illustrator or the most current vector illustration program standard in the industry. Class lecture will be supported with handouts and demonstrations.

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

General Education Course(s):

Math (See AS General Education CORE Math options/list)

Semester 4 (12 CREDITS)

GRA2141C - Web Design
 Minimum grades of of C in GRA1142C and DIG2100C or depart. approval (3 credit/4 contact) Provides instruction in the most current industry standard software and coding tools used to produce web pages. Current coding practices to create effective web of the pages will be provided. Special emphasis will be placed on current design trends, best practices and design principles for creating effective web page designs.

- | | |
|----------------------------|---------------------------------|
| limitations of web design | Site management, FTP + testing |
| web page design principles | web layout software |
| comprehensive web designs | optimizing web imagery |
| HTML/CSS syntax | validation and debugging |
| HTML/CSS coding tools | project planning and production |

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 for actual or hypothetical companies and will involve a variety of design branding, campaigns, and assets.

- | | |
|--|-------------------------------|
| copy writing | concept development |
| branding | design thinking |
| brand campaigns | advertising campaign |
| vehicles/assets in design | art direction/client briefing |
| (various projects listed here are subject to change) | |

GRA2121C - Publication Design
 Minimum grades of of C in both 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.

- | | |
|--------------------------------|----------------------|
| advanced InDesign | style sheets |
| advanced typographic layout | content creation |
| art direction | publication research |
| Illustrator & Photoshop basics | clipping paths |
| creating a magazine layout | digital publishing |
| advertisement redesign | time management |

General Education Course(s):

ARH1000 The Visual Arts Today/Arts Appreciation

Semester 5 (13 CREDITS)

GRAPHICS ELECTIVE (only take one for degree requirement)
 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. **Courses with prerequisite(s) marked with an ***

- *GRA2108C Design Studio (may also be used for Internship credit if not used as a Graphics Elective requirement)
- GRA1933C Fundamentals of Creative Thinking
- GRA1920C Lettering Workshop
- *GRA2225C Advanced Typography
- *GRA1956C Phoenix Design Project
- GRA1109 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
- *DIG2341C Introduction to Motion Graphics (with dept. approval)
- DIG2132 Digital Drawing and Design

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 their capstone course, Portfolio Review. Students will take a comprehensive exam, work on their personal brand, design their resumes, develop self-promotional items, and conduct an audit of their work.

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

GRA2182C - Advanced Graphic Design II
 Minimum grade of of C in GRA2113C or depart. approval (3 credit) Comprehensive course involving in-depth study of advanced design problem solving. Includes marketing strategies, exploring design solutions, dealing with clients, estimating costs, presentation and production techniques.

- | | |
|--|--------------------------|
| advanced typographic concepts | design competitions |
| advanced production considerations | process book development |
| advertising fundamentals | integrated campaigns |
| application of advanced design principles | |
| creative problem solving and concept development | |

APPLY FOR AN INTERNSHIP NOW FOR NEXT SEMESTER! READ OUR WEBSITE FOR INSTRUCTIONS, DEADLINES, & MANDATORY ORIENTATION: valenciagraphicdesign.com - CLICK ON "READY TO INTERN?" YOU CANNOT REGISTER YOURSELF FOR INTERNSHIP. YOU MUST MEET THE PREREQUISITES, WATCH THE MANDATORY ORIENTATION, AND SUBMIT THE REQUIRED PAPERWORK BY THE DEADLINE BEFORE YOU CAN BE REGISTERED FOR THE COURSE!

GRA2310C - Graphic Reproduction Processes
 Minimum grade of C in GRA1203C or depart. approval (3 credit/4 contact) Fundamentals of single and multi-color layout and pre-press production will be introduced. Traditional production techniques and current usage of a personal computer, software, and peripherals will be studied. Course includes lecture and field trips to local graphic arts production and printing facilities.

- | | | |
|-----------------------|--|-------|
| printing processes | press checks | inks |
| objective exams | preflighting | paper |
| output considerations | bus wraps or special printing techniques | |

General Education Course(s):

AMH 2020 American History 1877 - Present
 OR
 POS 2041 U.S. Government

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 and either GRA2182C or GRA2143C 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 THE SEMESTER PRIOR TO INTERNING. ALSO, THERE IS A MANDATORY ORIENTATION YOU MUST WATCH - WITHOUT DOING SO YOU WILL NOT BE ABLE TO REGISTER. INSTRUCTIONS FOR HOW TO APPLY AND DEADLINES ARE PROVIDED ON OUR WEBSITE:

valenciagraphicdesign.com (CLICK ON "READY TO INTERN?")

Graphic & Interactive Design: Specialization in INTERACTIVE Design

Suggested Course Sequencing & Course Overview Chart

INTERACTIVE DESIGN (UI/WEB)

AS Degree: Interactive Design Specialization

The Interactive Design Specialization prepares students to become interactive and web designers, UI designers, front-end web coders, social media art creators, interactive media campaign designers, and web production designers focusing studies primarily on **designing interfaces and interactivity for web-based and on-screen media**. It provides instruction in courses directly related to developing visual communication, design thinking, user experience design, information architecture, user interface design, and job skills for entry-level positions in advertising agencies, design studios and in-house creative departments for any industry in need. This specialization is best suited for people who are logical, problem solvers, technical, creative, and who enjoy coding languages and digital techniques. In their final semester, students focus heavily on improving their body of work for their portfolios, undergoing a final portfolio review, and gaining valuable industry work experience and mentoring as an intern.



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 Design & Interactive Design.

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

Interactive Design Production (24 credits)

- GRA1142C Graphic Design Essentials
- DIG2100C Web Essentials
- GRA2585C User Interface Design
- GRA2201C Electronic Imaging
- *GRA1206C Fundamentals of Typography
- *hidden prerequisite GRA1413 (1 credit) for GRA1206C*
- GRA2723C CSS Design
- GRA2141C Web Design

Interactive Design Support (15 credits)

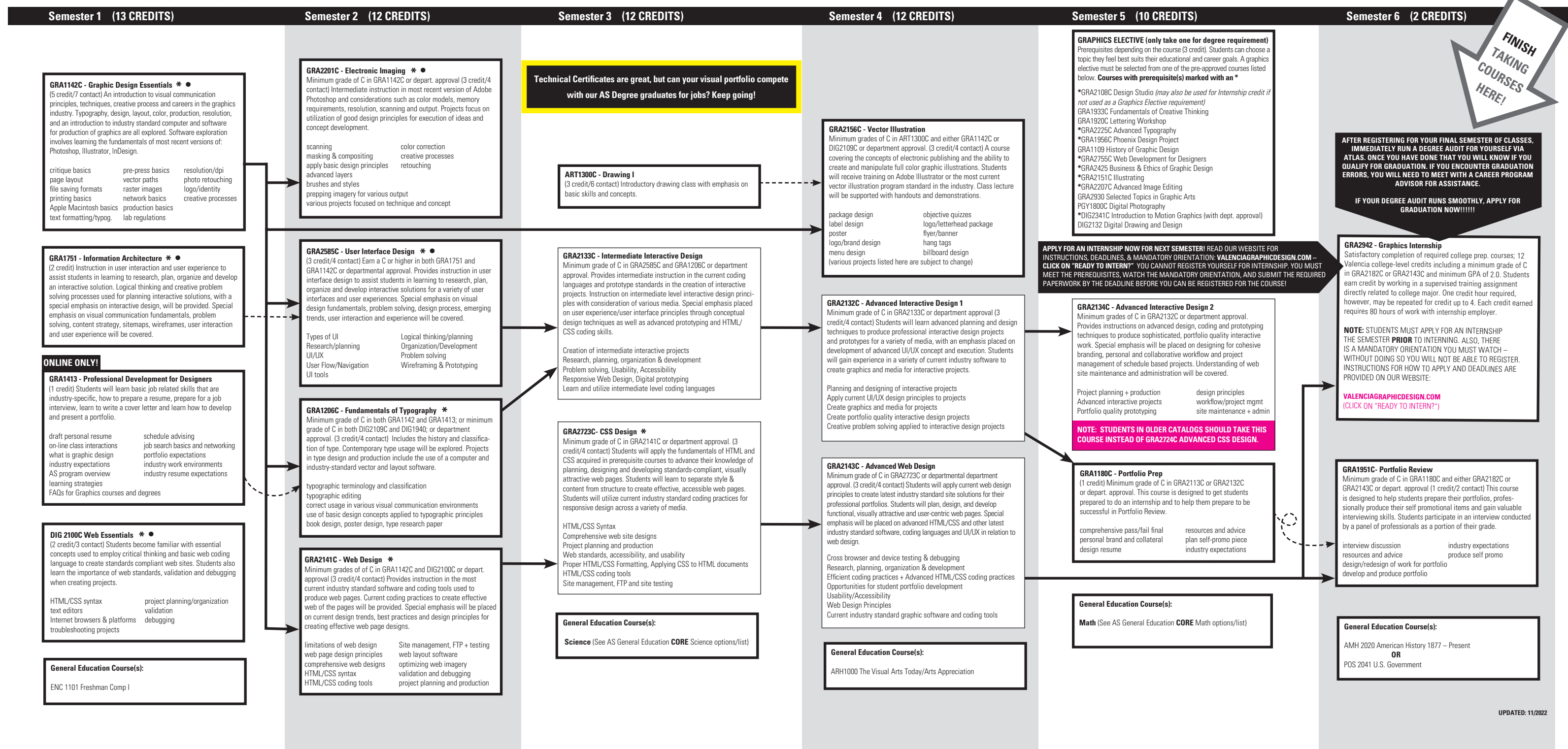
- GRA1142C Graphic Design Essentials
- GRA1751 Information Architecture
- DIG2100C Web Essentials
- GRA2585C User Interface Design
- GRA2201C Electronic Imaging

CHECK US OUT ONLINE AND FOLLOW US ON SOCIAL MEDIA:
valenciagraphicdesign.com
facebook.com/valenciagraphics
 join us in Slack! graphicsstudents.slack.com
 see some student work: valenciagraphicdesign.myportfolio.com

FOR STUDENTS IN THE CATALOG YEAR:

2024/2025

STUDENTS WHO DECLARED THEIR DEGREE IN EARLIER CATALOGS NEED TO USE THE APPROPRIATE FLOW CHART FOR THEIR DEGREE REQUIREMENTS! THIS FLOW CHART IS MINIMALLY MODIFIED FROM THE PREVIOUS CATALOG YEAR.



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!!!!!!

APPLY FOR AN INTERNSHIP NOW FOR NEXT SEMESTER! READ OUR WEBSITE FOR INSTRUCTIONS, DEADLINES, & MANDATORY ORIENTATION: [VALENCIAGRAPHICDESIGN.COM](http://valenciagraphicdesign.com) – CLICK ON “READY TO INTERN?” YOU CANNOT REGISTER YOURSELF FOR INTERNSHIP. YOU MUST MEET THE PREREQUISITES, WATCH THE MANDATORY ORIENTATION, AND SUBMIT THE REQUIRED PAPERWORK BY THE DEADLINE BEFORE YOU CAN BE REGISTERED FOR THE COURSE!