Graphic Design

GRD100 Graphic Design Principles I   4 Credit Hours

Introduction to two-dimensional design and color theory and their relational aspects, including an analysis of perception and presentation. The course explores the elements and principles of design, color, and light in the creative process, including idea development from concept to completion. The historical aspect is incorporated.

GRD105 Introduction to Painting   4 Credit Hours

The approach to two-dimensional theory through the freeform and experiential painterly process. Students recreate and build upon elements of design in a painterly manner through their own work. Subject matters range from the traditional painting genre of still life, interiors, and figure, to the abstract. Students will be introduced to and apply the language of design and art in critique dialogs.

GRD110 Raster and Vector Graphics   4 Credit Hours

Introduction to concepts and applied theories of digital image manipulation in a raster environment and of drawing in a vector environment. Includes introduction to terminology, techniques, file specifications, and formats.

GRD120 3D Design   4 Credit Hours

Introduction to the principles and applications of design as it relates to the synthesis of three-dimensional form, space, light, shadow, relief, and motion. The relationship of material and form and its application to packaging are explored. Subjects range from traditional art forms and man-made geometric forms to architecture and nature.

GRD130 Digital Page Layout   4 Credit Hours

Integrating type and images in digital page layouts and multiple-page projects. The emphasis will be on the application of industry standard software for both print and digital output.

Prerequisite: GRD110

GRD170 Advanced Drawing   4 Credit Hours

Designed to further develop the skills acquired in Introduction to Drawing. Includes observation of the human figure in itself and in composition. Compositions will include three-dimensional objects, elevated and isometric views, still life, and interiors. Depth will be created through the use of perspective.

Prerequisite: HUM180

GRD190 Typography I   4 Credit Hours

Introduction to the history of type, its physical attributes, type family classification, typographic terminology, and structural aspects. Emphasis is on the appreciation of typography as an expressive medium that conveys aesthetic, emotional, and intellectual meaning.

Prerequisite: GRD110

GRD200 Graphic Design Principles II   4 Credit Hours

Integrates the skills acquired in Graphic Design Principles I, incorporating typography and graphics to create effective communications design from concept through completion, utilizing industry-standard software.

Prerequisites: GRD100, GRD190

GRD210 Graphic Design in Visual Culture   4 Credit Hours

This course traces the development of visual communication from the first cave paintings to present day digital marketing. How cultural and technological developments have affected our viewpoints of the relationship, and use of images and typography are examined.

GRD220 Communications Design Seminar Series   4 Credit Hours

Combined lecture/studio course with guest lecturers. Emphasis is on creating conceptual approaches for communicating ideas visually, project development and management, and preparing graphics for multiple digital platforms.

GRD226 Career Management Seminar   2 Credit Hours

Explores career-development opportunities and strategies. Stresses entry-level job requirements and upward career paths. Covers resume writing skills, interviewing techniques, and the importance of professionalism. Continues the student's orientation to Berkeley College's computer framework, which includes content collection, and how to compile a professional design portfolio.

GRD230 Digital Photography I   4 Credit Hours

Introduction to the basic concepts, terminology, and applications of digital photography. Creative approaches emphasize successful transformation of images for effective visual communication. Students develop the critical thinking and technical skills needed in order to use photography in their work as designers.

Prerequisite: GRD110

GRD233 Web Design I   4 Credit Hours

Exploration of the role of artists and designers in the web environment. Students are introduced to the concepts, process, and applications of programming code for creating and styling web pages, and preparing images and graphics for the web environment.

GRD234 Web Design II   4 Credit Hours

Designed to further develop the skills acquired in Web Design I. Students continue learning programming code with an emphasis on interaction design, user-interface design, and front-end development.

Prerequisite: GRD233

GRD235 Web Design III   4 Credit Hours

Designed to further develop the skills acquired in Web Design II. Students explore design for both web and mobile apps incorporating multimedia, video, audio, and responsive design. Prototype development and testing are explored.

Prerequisite: GRD234

GRD290 Typography II   4 Credit Hours

Designed to further develop the skills acquired in Typography I. Choosing fonts for print or web and the use of styles are addressed along with utilizing a grid system. Projects incorporate type as an integrated and active element to produce creative and effective marketing materials.

Prerequisite: GRD190

GRD310 Advanced Vector Graphics   4 Credit Hours

Focuses on further developing vector skills for effective design in visual communications. Projects include advertising, editorial, technical, and 3D

illustration.

Prerequisite: GRD110

GRD320 Graphic Design Principles III   4 Credit Hours

Integrates the skills acquired in the foundation courses and conceptual abilities developed in Graphic Design Principles II. Emphasis is on developing design thinking and building visual problem solving skills, including defining problems, getting ideas, and creating form. Includes analysis of content and graphics in project development for effective visual communication in design.

Prerequisite: GRD200

GRD330 Digital Photography II   4 Credit Hours

Designed to further develop the skills acquired in Digital Photography I. Course includes advanced digital imaging techniques, and introduces students to a wide range of styles in contemporary photography as well as video.

Prerequisite: GRD230

GRD360 Packaging Design I   4 Credit Hours

Incorporates the history, purpose, types, materials, environmental considerations, graphic symbols and labels, and security measures of packaging. Students study packaging as a new-product development process, explore its graphic design for marketing options, and produce models with accompanying industry standard specifications sheets.

Prerequisite: GRD200

GRD390 Typography III   4 Credit Hours

Designed to further explore the skills developed in Typography II. Students will test the limits of typography through experimentation and personal expression, including legibility and readability. Alternative and unconventional methods of typography are explored through a variety of mediums, including type in motion. Students develop the skills to create an original typeface.

Prerequisite: GRD290

GRD395 Branding   4 Credit Hours

Students explore the comprehensive branding process by creating functional design solutions for identity systems across multiple points of contact. Emphasis is on developing an understanding of how design and communication can help define an organization's message or product, as well as create engagement.

Prerequisite: GRD200

GRD396 Information Design   4 Credit Hours

Exploration of the various avenues of the processing and translation of information in a visual format for data visualization in current media, including print and digital markets. Marketing trends and strategies are explored in the development of creative solutions to design problems.

Prerequisite: GRD200

GRD400 Animation Foundations   4 Credit Hours

Exploration of the foundations of animation including the basic concepts of animation and what makes things move—including X, Y, and Z planes, keyframes, animation paths, hierarchies, pivots, and rotation and the importance of timing.

Prerequisite: GRD200

GRD410 Publication Design   4 Credit Hours

Students research and analyze graphic design in multi-page publications and create their own multi-page publication designs. Covers procedures and techniques for successful printing of projects from planning to production.

Prerequisite: GRD130

GRD415 Advertising Design   4 Credit Hours

Exploration of the various aspects of advertising design communications with the development of creative, original concepts. The preparation of concepts will utilize the principles of design, typography, color, and problem solving skills. The course will explore advertising agencies and graphic design studios, deadlines, media placement, project management, contracts and billing, along with the business ethics of the design and advertising fields.

Prerequisite: GRD200

GRD420 Introduction to Game Design   4 Credit Hours

Exploration of the theory and practice of developing computer games through technical, aesthetic, and cultural perspectives. Includes art and modeling, sound and music, history of games, genre analysis, role of violence, gender issues in games, game balance, and careers in the industry. Technical aspects include software engineering, artificial intelligence, game physics, computer graphics, and networking.

Prerequisite: GRD200

GRD470 Special Topics   4 Credit Hours

Focuses in depth on a particular period area of interest within graphic design to further develop conceptual and technical skills and create professional work for portfolio development.

Prerequisite: GRD200

GRD480 Capstone Project   4 Credit Hours

Students utilize cumulative skills acquired in advanced course studies to work on an individual research project for their portfolio with the help of a faculty mentor. Course is taken in senior year.

Prerequisite: GRD320

GRD481 Portfolio   2 Credit Hours

Studio and critique workshop. Students edit, create, add, highlight, and refine projects to meet industry standards and promote individual graphic design skills in their specialized area. Course is taken in senior year.

Prerequisite: GRD320

GRD483 Internship   4 Credit Hours

Provides a field-based internship experience, where students acquire career/professional skills within the graphic design industry. Course is taken in last quarter of study.

Prerequisites: GRD226 and prior approval