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Graphic Design Bachelor of Fine Arts Degree (B.F.A.)

Course Requirements

MAJOR COURSES

GRD100 Graphic Design Principles I	Qtr. hrs. credit
	4

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
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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
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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
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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
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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
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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
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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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

GRD410 Publication Design 4

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

GRD480 Capstone Project 4

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

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

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

Graphic Design Electives* 8

BUSINESS COURSES
CIS115 Computer Applications 4

An introduction to computer technology with an emphasis on applications. Students learn how to use software packages, such as Microsoft Windows, Word, PowerPoint, and Excel. Includes an orientation to Berkeley College's computer framework, which includes Blackboard, content collection, and portfolio development.

MKT220 Principles of Marketing 4

Provides an introduction to the fundamental principles and practices in the marketing process. Provides a detailed study of each marketing mix tool (product, price, place, promotion) along with an introduction to marketing research and

LIBERAL ARTS COURSES**
ENG105 Expository Writing

4

An introduction to expository writing through a comprehensive survey of forms of composition. Students are taught to use words with precision, and strengthen their understanding and application of grammatical and rhetorical principles. Students are encouraged to appreciate and incorporate the principles of academic and professional writing.

ENG106 Writing Through Literature

4

Strengthens the writing, reading, and interpretive abilities introduced in ENG105. Encourages students to develop an appreciation and understanding of various works of literature, and utilize literature to enhance critical thinking and writing.

Prerequisite: ENG105

ENG115 Public Speaking

4

Designed to help students improve oral communication skills. Emphasis is placed on identifying good and poor speech habits, techniques for improving speech, oral interpretation, effective speech planning and delivery, and interpersonal communication.

Prerequisite: ENG106

ENG315 Writing for the Workplace

4

Explores a wide variety of professional and creative writing modes, from personal profiles to blogging and beyond. Students will build their reading, writing, and researching skills, while reinforcing the fundamental concepts and current developments associated with the areas of their respective majors.

Prerequisite: ENG106

GEC123 Introduction to Applied Psychology

4

A required course for first-quarter students that examines basic psychological concepts which can be helpful in adjusting to the college experience. Some of the subtopics covered include stress management, academic challenges, communication skills, time management, healthy relationships, positive thinking, conflict management, and balancing home/college/work.

HUM180 Introduction to Drawing

4

Offers students the opportunity to use drawing as a means of exploring creativity. Students will learn techniques to portray objects, landscapes, and figures, as well as personal interests. Course performance is assessed on growth not talent.

HUM200 Arts in Contemporary Society

4

Provides students with a comprehensive survey of new directions in the visual arts. Topics include key artists who helped shape perceptions of the world, and themes and multiple forms of art, such as traditional studio art, video installations, and digital art.

MAT211 College Algebra

4

Introduces students to solving problems by using geometric and algebraic approaches and appropriate technology. Topics include the Cartesian coordinate system, linear equations, absolute value, rational and exponential functions, systems of linear equations, and linear inequalities.

Prerequisite: CSK099 or placement

MAT215 Statistics I 4

An introduction to statistical methods and procedures. Students become acquainted with the collection, analysis, and presentation of quantitative data. Topics include basic concepts of probability, frequency distributions, binomial distributions, sampling theory, hypothesis testing, and regression and correlation.

Prerequisite: MAT211

Social Science Elective 4

Math/Science Elective 4

Foreign Language - 2 sequential courses in the same language 8

General Education Core Humanities Elective 4

General Education Core Mathematics/Science Elective 4

180 QUARTER CREDIT HOURS REQUIRED FOR GRADUATION

In the final quarter most on-site courses are offered only during the late afternoon and early evening so as not to interfere with internships.

*Please select 8 credits from the following list of Graphic Design courses:

GRD400 Animation Foundations 4

GRD415 Advertising Design 4

GRD420 Introduction to Game Design 4

GRD470 Special Topics 4

**12 Liberal Arts credits must be at the 300/400 level.

SAMPLE PROGRAM SEQUENCE

1 **B.F.A., Graphic Design Program Statistics**