



Graphic Design Associate in Applied Science Degree (AAS)

Not all programs are offered for completion at each campus or through Berkeley College Online®. Please review the academic program pages (<https://berkeleycollege.edu/academics/index.html>) for information on where each program is offered. Additionally, all students may be required to take some courses at another campus or online.

Course Requirements

MAJOR CORE COURSES

GRD1100 Graphic Design Principles

3 Credits

Introduces two-dimensional design and color theory and their relational aspects. This course explores the elements and principles of design, color, and light in the creative process. Students learn about the design process, from concept to completion, and explore the fundamentals of Adobe Illustrator.

GRD1170 Drawing

3 Credits

Develops drawing skills for graphic design and the visual arts. Includes genres of fine art such as observation of the human figure in composition. Drawings will include three-dimensional objects, perspective, still life, and the landscape.

GRD1101 Photoshop and Digital Graphics

Investigates the principles of visual design using Adobe Photoshop, emphasizing creative expression, technical proficiency, and critical thinking to produce professional-grade visual assets.

3 Credits

GRD1102 Illustrator and Digital Graphics

Surveys the world of vector-based design and illustration using Adobe Illustrator. Students will explore the unique capabilities of vector graphics, enabling them to create original, scalable, and high-quality graphics for print and digital applications. Emphasis will be placed on mastering the tools and techniques specific to Illustrator and applying design principles effectively in vector-based projects.

Prerequisite: GRD1101

3 Credits

GRD1105 Painting

Approaches two-dimensional theory through the freeform and experiential painterly process. Students recreate and build on elements of design in a painterly manner through their own work. Subject matters range from the traditional painting genre of still life, interiors, and the figure, to the abstract.

3 Credits

GRD1190 Typography I

Introduces the history, physical attributes, family classification, terminology, and structural aspects of type. Students explore typography as a medium that conveys aesthetic, emotional, and intellectual meaning. Students create effective marketing materials by incorporating type as an integrated and active element.

Prerequisite: GRD1100

3 Credits

GRD2205 Three-Dimensional Design

This studio course focuses on spatial organization, transforming two-dimensional ideas into three-dimensional experiences. Students will explore balance, form, and volume while experimenting with various construction methods and materials. Hands-on projects enable students to create, represent, and respond to form in physical space. The course combines lectures, guided assignments, and critiques to offer a well-rounded understanding of three-dimensional design.

Prerequisite: GRD1170

3 Credits

GRD2210 Graphic Design in Visual Culture

Traces the development of visual communication from the first cave paintings to present-day digital marketing. This course examines how cultural and technological developments have affected our viewpoints of the relationship, and use of images and typography.

3 Credits

GRD2220 3D Design and Modeling

This course introduces 3D modeling, rendering, and lighting techniques using Autodesk Maya. Students will gain hands-on experience in building 3D models, applying lighting techniques, and rendering scenes that bring their designs to life. The course also touches on the basics of rigging to give students a comprehensive overview of 3D design processes.

3 Credits

GRD2230 Digital Photography and Creative Media

Introduces the basic concepts, terminology, and applications of digital photography. This course explores the creative transformation of images for effective visual communication. Students develop critical thinking and technical skills needed to use photography in their work as designers.

3 Credits

GRD2233 Web Design

This course introduces foundational web technologies and languages, including HTML, CSS, and JavaScript. Learn to create responsive websites, optimize images and graphics for speed and aesthetics, and ensure accessibility across diverse platforms.

3 Credits

GRD2240 Digital Publishing

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: GRD1102 or GRD1190

3 Credits

GRD2290 Typography II

Develops the skills acquired in Typography I. Projects incorporate type as a decorative element to produce creative marketable design results. Principles of selecting typeface, use of grids, and basic layout designs and formats are addressed.

Prerequisite: GRD1190

3 Credits

LIBERAL ARTS AND SCIENCE CORE COURSES

ENG1105 Writing and Research

3 Credits

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.

3 Credits

ENG2205 Writing Through Literature

3 Credits

Further develops the writing, reading, and interpretive abilities introduced in ENG1105 through critical engagement with literary texts from a myriad of genres.

Prerequisite: ENG1105

3 Credits

MAT2211 College Algebra

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

Prerequisite: CSK85 or placement-based score

3 Credits

HUM2225 Introduction to Ethics

Introduces the study of ethics and moral philosophy, including its historical development, the major figures within that history, and ethical and moral issues that

face us today. This course presents the perspectives of various schools of thought and encourages students' own critical thinking on ethical and moral issues in dialogue with others.

3 Credits

SOC1123 First-Year Experience

Explores the challenges students most frequently face in pursuing and achieving a college degree. Students will identify their own perceived challenges, share critical insights to meeting them, and implement their own plan of action to address and overcome such challenges.

3 Credits

SOC2231 Human Relations

Students will develop the interpersonal skills known to be key ingredients for successful everyday interactions with a focus on the challenges of workplace relationships involving coworkers, supervisors, and customers/clients. Some major skill areas covered in the course include making a good impression with your employer, managing conflict with difficult coworkers, working on a team with diverse groups of people, providing exceptional service for customers/clients, and managing on-the-job stressors.

3 Credits

Mathematics/Science Elective- 3 Credits

60 SEMESTER CREDIT HOURS REQUIRED FOR GRADUATION