



Graphic Communication A.A.A.

Curriculum Code: 1533

Effective: Fall 2019 – Summer 2024

Description

A graphic designer is an artist/communicator who creatively and effectively designs informational or promotional materials for output in print, web and/or a variety of mass media situations. Artistic skills related to producing effective visual information are essential for a graphic designer. An understanding of the principles of typography, color theory, computer graphic applications, web design, and pre-press techniques is necessary. Graphic designers are employed by design studios, advertising agencies, printing companies, publishers, newspapers, sign companies, and businesses that generate their own publications. Not all courses in this program transfer to all colleges. Students planning to transfer should see an academic advisor before enrolling in any course.

Additional Information

Students in this program choose either Graphic Design or Web Design pathway to determine the courses to take each semester.

Contact Information

Contact the Communication, Media and the Arts Department, Gannon Building, Room 131, telephone number 517-483-1546 or the Academic Advising Department, Gannon Building – StarZone, telephone number 517-483-1904.

General Education Core Courses, Recommended Choices

(For the full list of options, see [General Education Core Courses](#))

- Communication
Program of Study Required Courses fulfills this requirement
- Global Perspective and Diversity – *Select one*
HUMS 212, Art Hist from the Renaissance, 4 credits / 4 billing hours
- Math – *Select one*
MATH 118, The Art of Geometry, 3 credits / 4 billing hours
- Science – *Select one*
ASTR 201, Introductory Astronomy, 4 credits / 5 billing hours
BIOL 120, Environmental Science, 4 credits / 6 billing hours
PHYS 120, The Art of Physics, 4 credits / 5 billing hours
- Writing – *Select one*
ENGL 121, Composition I, 4 credits / 4 billing hours
ENGL 131, Honors Composition I, 4 credits / 4 billing hours

Program of Study Required Courses for both pathways

Course Code	Course Title	Credit / Billing Hours
ARTS 102	Design & Communication	3 / 4
ARTS 131	Drawing I	3 / 4
ARTS 151	Color and Design	3 / 4
ARTS 162	Type Communications	3 / 4
ARTS 164	Vector Drawing	3 / 4
ARTS 171	Comp Graphics/Digital Imaging	3 / 4
ARTS 173	Computer Graphics/Web Design	3 / 4
ARTS 179	Interface Design	3 / 4
ARTS 195	Employ/Busn Issues for Artists	1 / 1
ARTS 229	Comp Graphics/Adv Web Design	3 / 4
ARTS 269	The Portfolio	2 / 2
ARTS 281	Art Internship	3 / 3

Program of Study Required Courses for both pathways – Choose one

Course Code	Course Title	Credit / Billing Hours
ARTS 132	Figure Drawing	3 / 4
ARTS 153	Drawing II	3 / 4

Program of Study Required Courses for Graphic Design Pathway

Course Code	Course Title	Credit / Billing Hours
ARTS 175	Creative Design and Publishing	3 / 4
ARTS 183	Design Markets and Influences	3 / 3
ARTS 251	Graphic Design Communications	3 / 4
ARTS 252	Graphic Design Publications	3 / 4
ARTS 253	Graphic Design Branding	3 / 4

Program of Study Required Courses for Web Design Pathway

Course Code	Course Title	Credit / Billing Hours
ARTS 226	Storyboards & Animatics	3 / 4
ARTS 232	Comp Graphics/2-D Animation	3 / 4
CITD 120	SQL Concepts	3 / 3
CITW 185	Web Development PHP & MySQL	4 / 4

Total Credit Hours

64-66 credits / 78-83 billing hours

Recommended Course Sequence for Graphic Design Pathway

Semester I	Semester II
ARTS 102 ARTS 131 ARTS 162 ARTS 171	ARTS 132 or 153 ARTS 164 ARTS 175 ARTS 183 ARTS 251

Semester III	Semester IV
Math Core Writing Core	ARTS 151 ARTS 173 ARTS 179 ARTS 252 ARTS 253

Semester V
Global Perspectives & Diversity Core Science Core ARTS 195 ARTS 229 ARTS 269 ARTS 281

Recommended Course Sequence for Web Design Pathway

Semester I	Semester II
ARTS 102 ARTS 131 ARTS 162 ARTS 164 ARTS 171	Math Core ARTS 132 or 153 ARTS 151 ARTS 173 ARTS 179

Semester III	Semester IV
Science Core Writing Core	Global Perspectives & Diversity Core ARTS 195 ARTS 229 CITD 120

Semester V
ARTS 226 ARTS 232 ARTS 269 ARTS 281 CITW 185