



Graphic Communication A.A.A.

Curriculum Code: 1533

Effective: Fall 2020 – Summer 2025

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 the Graphic Design or Web Design subspecialty pathway to determine the courses to take each semester.

Upon completion of a subspecialty, any additional subspecialty courses will not count toward the student's enrollment level for determining financial aid eligibility.

Contact Information

Contact the Communication, Media and the Arts Department, Gannon Building, Room 1222, telephone number 517-483-1546 or the Academic Advising Department, Gannon Building – StarZone, telephone number 517-483-1904.

General Education – Applied Degrees, Recommended Choices

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

- English Composition or Applied English – *Select one*
ENGL 121, Composition I, 4 credits / 4 billing hours
ENGL 131, Honors Composition I, 4 credits / 4 billing hours
- English (second course)/Communications or Applied Communications – *Select one*
COMM 110, Communication in the Workplace, 3 credits / 3 billing hours
COMM 120, Dynamics of Communication, 3 credits / 3 billing hours
COMM 130, Fundamentals Public Speaking, 3 credits / 3 billing hours
- Humanities and Fine Arts or Social Sciences or Applied Social Sciences
Program of Study Required Courses will fulfill this requirement
- Mathematics or Applied Mathematics – *Select one*
MATH 118, The Art of Geometry, 3 credits / 4 billing hours
- Natural Sciences Lab or Applied Science and Technology Lab – *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

Program of Study Required Courses

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	Adobe Photoshop	3 / 4
ARTS 173	Web Design I	3 / 4
ARTS 179	Web Design II	3 / 4
ARTS 195	Employ/Busn Issues for Artists	1 / 1
ARTS 229	Web Design III	3 / 4
ARTS 269	The Portfolio	2 / 2
ARTS 281	Art Internship	3 / 3

Program of Study Required Courses, Limited Choice – *Select 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 Subspecialty

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 Subspecialty

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

63-65 credits / 77-82 billing hours

Recommended Course Sequence for Graphic Design Subspecialty

Semester I	Semester II
ARTS 102 ARTS 131 ARTS 162 ARTS 171	ARTS 132 or 153 ARTS 164 ARTS 173 ARTS 175 ARTS 251
Semester III	Semester IV
Gen Ed – English Composition Gen Ed – English Composition (second course)/Communications or Applied Communications Gen Ed – Mathematics or Applied Mathematics	ARTS 151 ARTS 179 ARTS 252 ARTS 253
Semester V	
Gen Ed – Natural Sciences Lab or Applied Science and Technology Lab ARTS 183 ARTS 195 ARTS 229 ARTS 269 ARTS 281	

Recommended Course Sequence for Web Design Subspecialty

Semester I	Semester II
ARTS 102 ARTS 131 ARTS 162 ARTS 164 ARTS 171	Gen Ed – Mathematics or Applied Mathematics ARTS 132 or 153 ARTS 151 ARTS 173
Semester III	Semester IV
Gen Ed – English Composition Gen Ed – Natural Sciences Lab or Applied Science and Technology Lab	Gen Ed – English Composition (second course)/ Communications or Applied Communications ARTS 179 ARTS 195 CITD 120
Semester V	
ARTS 226 ARTS 229 ARTS 232 ARTS 269 ARTS 281 CITW 185	