Graphic Design, A.A.S.

The graphic design field is highly competitive for both salaried and freelance positions. There is a demand for artists with above-average talents and graphic art skills. Opportunities in the field range from entry-level layout and production to art director positions.

Demonstrated abilities are most often the key to obtaining a position in the graphic design field. JCCC has structured its graphic design program to help the student develop a comprehensive portfolio. The student's work will be critiqued by a team of professionals every semester. These professionals working in the field, along with the faculty, will help develop the student's skills in creative problem solving and in the use of materials, processes, tools and equipment. Outstanding studio and computer facilities are available for working on class projects. The two-year curriculum consisting of 71 credit hours leads to an associate of applied science degree.

Some GDES courses are typically offered in the fall semester only, and some courses are typically offered in the spring semester only. This information can be found under the relevant course descriptions.

Important: Please enroll in the CDTP sections identified in the credit class search as a Graphic Design Qualifier section. The content of these CDTP sections places emphasis on the Graphic Design career specific application of the Adobe Creative Suite to industry standards for print production and is reserved for students enrolling in the Qualifier semester courses.

It is recommended that you enroll in these five-week CDTP classes in sequence in the Qualifier semester.

(Major Code 2290; State CIP Code 50.0409)

- Graphic Design (http://www.jccc.edu/graphicdesign)

Associate of Applied Science Degree

Qualifier Semester

ART 124	Design 2D*	3
GDES 120	Introduction to Graphic Design	3
CDTP 145	Desktop Illustration I: Illustrator	1
CDTP 135	Desktop Photo Manipulation I: Photoshop	1
CDTP 140	Desktop Publishing I: InDesign	1
Total Hours		9

Fall Semester

ART 129	Design Color*	3
GDES 130	Drawing and Media Methods 1*	3
GDES 132	Typography*	3
GDES 140	Technical Processes*	3
ENGL 121	Composition I*	3
Total Hours		15

Spring Semester

ART 127	Design 3D*	3
GDES 131	Drawing and Media Methods 2*	3
GDES 134	Layout Design*	3
Humanities Electives ^		3
Social Science and/or Economics Elective ^^		3
Total Hours		15

^   Humanities Electives (http://catalog.jccc.edu/spring/degreecertificates/electives/humanities-aas)

^^   Social Science and/or Economics Elective (http://catalog.jccc.edu/spring/degreecertificates/electives/social-sci-econ-aas)

Fall Semester

GDES 230	Drawing and Media Methods 3*	3
GDES 231	Advanced Typography*	3

GDES 235	Production Methods*	3
Humanities Electives ^		3
Health and/or Physical Education Elective ^^		1
Total Hours		13

^   Humanities Electives (http://catalog.jccc.edu/spring/degreecertificates/electives/humanities-aas)

^^   Health and/or Physical Education Elective (http://catalog.jccc.edu/spring/degreecertificates/electives/health-and-or-physical-ed-aas)

Spring Semester

Technical/Studio Elective (see below)		1
GDES 236	Electronic Production*	3
GDES 244	Communication Systems*	3
GDES 245	Advanced Design Practice*	3
GDES 272	Professional Preparation*	3
Science and/or Math Elective ^		3
Total Hours		16

^   Science and/or Math Elective (http://catalog.jccc.edu/spring/degreecertificates/electives/sci-and-or-math-aas)

Technical/Studio Electives

CDTP 160	Desktop Publishing II: InDesign*	1
CDTP 165	Desktop Illustration II: Illustrator*	1
CDTP 185	Desktop Illustration III: Illustrator*	1
CDTP 155	Desktop Photo Manipulation II: Photoshop*	1
CDTP 175	Desktop Photo Manipulation III: Photoshop*	1
CWEB 105	Introduction to Web Pages: Dreamweaver*	1
CWEB 115	Intermediate Web Pages: Dreamweaver*	1
CWEB 130	Introduction to Flash*	1
CIM 135	Digital Imaging and Video*	3
PHOT 121	Fundamentals of Photography (Darkroom)	3
PHOT 122	Advanced Photography (Darkroom)*	3
PHOT 123	Studio Photography*	3
ART 135	Painting I	3
ART 136	Painting II*	3
ART 172	Watercolor Painting	3
ART 231	Life Drawing I*	3
ART 232	Life Drawing II*	3
GDES 275	Graphic Design Internship*	1

Note: A graphic design major may apply to this internship course if the student is also enrolled in or has completed all fourth-semester studio courses.

Total Program Hours: 68

Courses

GDES 120   Introduction to Graphic Design* (3 Hours)
Prerequisites or corequisites: RDG 126 or College Reading Readiness

This course is designed to acquaint the student with the various aspects of the graphic design field. Topics include the ways in which visual messages are used in society, the skills needed by a graphic designer and the potential areas of specialization and employment. This class will have guest speakers from the field of graphic design. Emphasis will be on assisting the student to make an informed decision about graphic design as a career. 3 hrs. lecture/wk.

GDES 130   Drawing and Media Methods 1* (3 Hours)
Prerequisites: GDES 120 and ART 124 and CDTP 135 and CDTP 140 and CDTP 145

This course will provide instruction in perceptual techniques, perspective theory and drawing process methods that relate to the visual analysis of the three-dimensional forms drawn from life. Focus will be on the application of theory, processes and techniques to attain structural accuracy and the illusion of three-dimensional form on a two-dimensional surface. 6 hrs. integrated lecture/lab/wk.

GDES 131   Drawing and Media Methods 2* (3 Hours)
Prerequisites: GDES 130

This course is a continuation of Drawing and Media Methods I, with emphasis on the creative application of perspective theory, perceptual skill and drawing methods. Drawing methods and rendering techniques will be applied to visual problem-solving processes and the communication of design concepts. 6 hrs. integrated lecture/lab/wk.

GDES 131H   HON: Drawing Media Methods 2 (1 Hour)
One-credit hour honors contract is available to qualified students who have an interest in a more thorough investigation of a topic related to this subject. An honors contract may incorporate research, a paper, or project and includes individual meetings with a faculty mentor. Student must be currently enrolled in the regular section of the courses or have completed it the previous semester. Contact the Honors Program Office, COM 201, for more information.

GDES 132   Typography* (3 Hours)
Prerequisites: ART 124 and GDES 120 and CDTP 135 and CDTP 140 and CDTP 145

This course will provide instruction in the basic principles of contemporary typographic design. Information concerning typography, from traditional letterpress through digital type design and typesetting, will be included. The course content will emphasize effective methods of communicating to a mass audience through the printed letter, word, line and page. Working knowledge of QuarkXpress and Adobe InDesign required. 6 hrs. integrated lecture/lab/wk.

GDES 132H   HON: Typography (1 Hour)
One-credit hour honors contract is available to qualified students who have an interest in a more thorough investigation of a topic related to this subject. An honors contract may incorporate research, a paper, or project and includes individual meetings with a faculty mentor. Student must be currently enrolled in the regular section of the courses or have completed it the previous semester. Contact the Honors Program Office, COM 201, for more information.

GDES 134   Layout Design* (3 Hours)
Prerequisites: GDES 132

This course will provide a basic study of layout elements. Students will acquire the skills necessary to produce layouts. These skills include photographic indication techniques, comp lettering, advertising and editorial grid systems and electronic page design. This course is typically offered in the spring semester only. 6 hrs. integrated lecture/lab/wk.

GDES 140   Technical Processes* (3 Hours)
Prerequisites: PHOT 121 and CDTP 135 and CDTP 140 and CDTP 145

This course covers digital prepress applications, scanning, image manipulation and color output devices. The transition from conventional to digital production will be covered. Analysis of output and file management and the understanding of proofing systems will be covered. Proper usage of peripheral equipment will be emphasized. 6 hrs. integrated lecture/lab/wk.

GDES 230   Drawing and Media Methods 3* (3 Hours)
Prerequisites: GDES 131 and GDES 132 and GDES 134

This course will provide an understanding of the application of illustration to graphic design. Visual problem-solving processes acquired in Drawing and Media Methods 2 will be further developed through problems in image composition emphasizing expressive communication. Techniques in traditional and digital media are explored. This course is typically taught in the fall semester only. 6 hrs. integrated lecture/lab/wk.

GDES 231   Advanced Typography* (3 Hours)
Prerequisites: GDES 134

This course is a continuation of Layout Design. Emphasis will be on typographic solutions that explore verbal/visual messages. Projects include designs for publication, such as posters, brochures, packaging and graphic campaigns. Typography as a functional and experimental medium will be stressed. Design problem-solving for a diverse range of specifications, including audience, client needs and budget constraints, are included. Traditional and digital tools will be incorporated to produce comprehensives. This course is typically offered in the fall semester only. Working knowledge of Macromedia Dreamweaver is required. 6 hrs. integrated lecture/lab/wk.

GDES 231H   HON: Advanced Typography (1 Hour)
One-credit hour honors contract is available to qualified students who have an interest in a more thorough investigation of a topic related to this subject. An honors contract may incorporate research, a paper, or project and includes individual meetings with a faculty mentor. Student must be currently enrolled in the regular section of the courses or have completed it the previous semester. Contact the Honors Program Office, COM 201, for more information.

GDES 235   Production Methods* (3 Hours)
Prerequisites: GDES 134 and GDES 140

This course will provide the fundamentals of preparing art for reproduction. Traditional camera-ready art techniques and digital prepress production methods will be emphasized. This course is typically offered in the fall semester only. 6 hrs. integrated lecture/lab/wk.

GDES 236   Electronic Production* (3 Hours)
Prerequisites: GDES 230 and GDES 231 and GDES 235

This course is a continuation of the Production Methods course, providing experience in digital prepress and electronic production techniques. The student will apply production skills to problems of professional scope and complexity, including specialty processes, trapping and color separation. Preparation of graphic files for screen presentation and for the Web will be explored. This course is typically offered in the spring semester only. 6 hrs. integrated lecture/lab/wk.

GDES 244   Communication Systems* (3 Hours)
Prerequisites: GDES 230 and GDES 231 and GDES 235

This course will explore the scope and potential of graphic design as a vehicle for visual communication in contemporary society. Signs and symbols, as well as communicative power of typographic, hand graphic and photographic modes, will be studied. Traditional and electronic methods will be used to develop projects. This course is typically offered in the spring semester only. 6 hrs. integrated lecture/lab/wk.

GDES 245   Advanced Design Practice* (3 Hours)
Prerequisites: GDES 230 and GDES 231 and GDES 235

This course will focus on the use of the student's total design capability and technical knowledge in solving graphic design problems of professional scope and complexity. Students will have the opportunity to work with three art directors and produce three professional projects for potential inclusion in their portfolios. This course is typically offered in the spring semester only. 6 hrs. integrated lecture/lab/wk.

GDES 272   Professional Preparation* (3 Hours)
Prerequisites: GDES 230 and GDES 231 and GDES 235 Prerequisite: The student must have completed all required studio courses in the graphic design program prior to the semester for which he or she is enrolling in this course or be co-enrolled in all fourth-semester studio courses

This course will provide graphic design majors instruction in the organization and presentation of his or her work in a portfolio format of professional quality. A portfolio, digital portfolio archive, self promo, resume and business ensemble will be produced. Instruction in interviewing techniques and employment searches will also be provided. 6 hrs. integrated lecture/lab/wk.

GDES 275   Graphic Design Internship* (1 Hour)
Prerequisites: Graphic design faculty review committee approval

Students will work in an approved training situation under instructional supervision. The internship is designed to give the student the opportunity to use the skills learned in the graphic design program. Student interns will complete a minimum of 180 hours on the job and will be compensated with at least the minimum hourly wage.

GDES 291   Independent Study* (1-7 Hour)
Prerequisites: 2.0 GPA minimum and department approval

Independent study is a directed, structured learning experience offered as an extension of the regular curriculum. It is intended to allow individual students to broaden their comprehension of the principles of and competencies associated with the discipline or program. Its purpose is to supplement existing courses with individualized, in-depth learning experiences. Such learning experiences may be undertaken independent of the traditional classroom setting, but will be appropriately directed and supervised by regular instructional staff. Total contact hours vary based on the learning experience.