

DEGREES & CERTIFICATES

GRAPHIC DESIGN ASSOCIATE OF ARTS (AA)

About the Program

The Associate of Arts of Graphic Design is designed to prepare students for work in the graphic design profession. The course work will prepare students to undertake a position in an advertising agency, creative services team, design studio, in-house design team, print shop, or web development firm.

Program Goals and Objectives

The Associate of Arts in Graphic Design is designed to prepare students for work in the graphic design profession. The course work will prepare students to undertake a position in graphic design related fields.

Career Opportunities

Graphic Artist; Production Artist; Graphic Designer; Visual Designer; Senior Designer; Web Designer; Freelance Designer; Art Director; Creative Director; Creative Services Manager; User Interface Designer; User Experience Designer

Program Outcomes

- Upon completion of the AA in Graphic Design, students are able to apply principles of design to effectively conceptualize, create and deliver design solutions for the intended audience.
- Upon completion of the AA in Graphic Design, students are able to critically evaluate quality and effectiveness of design projects, present one's work effectively, and incorporate critique and feedback into design iterations.
- Upon completion of the AA in Graphic Design, students are able to describe the history and application of design and how color, type, and other design elements are used as effective communications tools.
- Upon completion of the AA in Graphic Design, students are able to use industry-standard software with technical proficiency and create documents to required specifications for delivery to clients.

Required Core: (30 Units)

GDDM 51 Color Theory or	3
ARTS 26 Color Theory.....	3
GDDM 52 Introduction to Typography.....	3
GDDM 53 Photoshop I.....	3
GDDM 54 Illustrator I.....	3
GDDM 56 Introduction to Graphic Design.....	3
GDDM 57 Branding and Identity Design.....	3
GDDM 58 Photoshop II.....	3
GDDM 59 Illustrator II.....	3
GDDM 60 Creative Portfolio Development & Self Promotion.....	3
GDDM 64 InDesign I.....	3

List A: Select One (3 Units)

GDDM 2 Wordpress and Content Management Systems.....	3
GDDM 3 History of Graphic Design.....	3
GDDM 4 User Interface and User Experience Design.....	3
GDDM 40 Design Shop: The Business of Design.....	3
GDDM 55 Web Design I.....	3
GDDM 65 Elect Prepress/Print Prod.....	3
GDDM 67 InDesign II.....	3
GDDM 68 Creative Portfolio Preparation.....	3
GDDM 70 Photoshop and Lightroom for Photographers.....	3

Total Units in the Major.....33

General Education and Electives..... 27