

Graphic Design

Degrees

- Graphic Design (GRD.AAS) (<http://catalog.oaklandcc.edu/programs/graphic-design/graphic-design-aas/>)

Graphic Design Courses

GRD 1100 Graphic Design 3 Credit Hours

Equivalent: GCA 1100

ESL Placement Level: For English-as-a-Second-Language (ESL) students, placement in ESL 2520.

Note: Prerequisites for courses in this department are not automatically waived for College Guest students and students with a bachelor's degree or higher from a U.S. institution.

This course covers the fundamental elements of design and visual communication. With the use of art tools, students will be introduced to creating projects that solve design problems and are aesthetically appealing. The study of color and value begin in this course. Other topics include scale, proportion, rhythm, motion, balance, shape, line and texture as they apply to a variety of design projects. BILLABLE CONTACT HOURS: 3

GRD 1120 Typography in Design 3 Credit Hours

Equivalent: GCA 1120 | ART 1030

ESL Placement Level: For English-as-a-Second-Language (ESL) students, placement in ESL 2520.

Note: Prerequisites for courses in this department are not automatically waived for College Guest students and students with a bachelor's degree or higher from a U.S. institution.

This course introduces the fundamentals of letterforms and typography design using manual processes through multiple exercises. This course introduces the study of letterforms, their differences of style and how to apply typographical solutions to graphic design projects. The course also covers type history and its cultural impact. BILLABLE CONTACT HOURS: 3

GRD 1160 Advertising Design 3 Credit Hours

ESL Placement Level: For English-as-a-Second-Language (ESL) students, placement in ESL 2520.

Prerequisite: GRD 1100 and GRD 1120; or departmental approval.

Note: Prerequisites for courses in this department are not automatically waived for College Guest students and students with a bachelor's degree or higher from a U.S. institution.

This course instructs students on both traditional advertising techniques that include the 'art of persuasion' and experiential advertising. Students will learn how to problem solve and create advertising solutions with the use of conceptual thinking skills. This class involves brainstorming in teams and alone to create advertising messages with the use of visuals that motivate consumers to purchase products or a service. Projects are applied in digital platforms, print, public environments, and social media. BILLABLE CONTACT HOURS: 3

GRD 1210 Rendering Techniques 3 Credit Hours

Equivalent: GCA 1210

ESL Placement Level: For English-as-a-Second-Language (ESL) students, placement in ESL 2520.

Prerequisite: GRD 1100

Note: Prerequisites for courses in this department are not automatically waived for College Guest students and students with a bachelor's degree or higher from a U.S. institution.

This course explores a variety of rendering applications used in advertising, graphic design and the multimedia profession. Rendering style concentration is bold, crisp and direct that produce creatively render projects such as objects, surfaces, and motion graphics. The course covers visual storytelling. BILLABLE CONTACT HOURS: 3

GRD 1310 Graphic Design User Interface 3 Credit Hours

ESL Placement Level: For English-as-a-Second-Language (ESL) students, placement in ESL 2520.

Prerequisite: GRD 1210 and GRD 1850

Note: Prerequisites for courses in this department are not automatically waived for College Guest students and students with a bachelor's degree or higher from a U.S. institution.

This course offers instruction in user interface (UI) and user experience (UX) design platforms for the graphic designer. With the use of design skills, students will create visual communication in digital platforms. Students will be responsible to read wire frames and with the use of typography, color, imagery and composition bring a digital experience to life. BILLABLE CONTACT HOURS: 3

GRD 1320 Digital Typography 3 Credit Hours

Equivalent: GRD 2220 | GCA 2220 | GCA 1220 | ART 1620

ESL Placement Level: For English-as-a-Second-Language (ESL) students, placement in ESL 2520.

Prerequisite: GRD 1120 and GRD 1850

Note: Prerequisites for courses in this department are not automatically waived for College Guest students and students with a bachelor's degree or higher from a U.S. institution.

This course builds on the foundation of basic typography skills and introduces students into the digital perspective. Emphasis is on developing graphic design projects using type in real-world applications such as signage programs, packaging and vehicle graphics. This course introduces aesthetic types use within motion graphics. BILLABLE CONTACT HOURS: 3

GRD 1450 Brand Identity Design 3 Credit Hours

Equivalent: GCA 2250 | GCA 1250

ESL Placement Level: For English-as-a-Second-Language (ESL) students, placement in ESL 2520.

Prerequisite: GRD 1160 GRD 1750 and GRD 1850

Note: Prerequisites for courses in this department are not automatically waived for College Guest students and students with a bachelor's degree or higher from a U.S. institution.

This course offers an in-depth look at the brand identity design process from research, strategic planning through concept design to an integrated brand campaign. The course also explores the elements of a successful brand and how a brand identity works across different applications. BILLABLE CONTACT HOURS: 3

- GRD 1750 Computer Design 4 Credit Hours**
Equivalent: GCA 1750
ESL Placement Level: For English-as-a-Second-Language (ESL) students, placement in ESL 2520.
Prerequisite: GRD 1100 and GRD 1120
Note: Prerequisites for courses in this department are not automatically waived for College Guest students and students with a bachelor's degree or higher from a U.S. institution.
 This course provides students with an introduction to the computer techniques used by professional graphic designers in the creation of catalogs, campaigns, posters, logos, newsletters, business graphics, and similar publications. The course covers how to design and apply grids for consistent professional layouts. Students will be introduced to the use of electronic peripherals, such as scanners and printers, to prepare their work correctly for reproduction. BILLABLE CONTACT HOURS: 4
- GRD 1850 Digital Illustration 4 Credit Hours**
Equivalent: GCA 1850
ESL Placement Level: For English-as-a-Second-Language (ESL) students, placement in ESL 2520.
Prerequisite: GRD 1100 and GRD 1120
Note: Prerequisites for courses in this department are not automatically waived for College Guest students and students with a bachelor's degree or higher from a U.S. institution.
 This course covers the techniques employed by professional designers and illustrators in the creation of digitally generated illustrations. These techniques include application of Bezier curves, gradients, auto tracing and other image manipulation tools, importation of external images, and preparation for artwork output for processing by service bureaus and printers. Prior Macintosh experience is recommended but not required. BILLABLE CONTACT HOURS: 4
- GRD 2100 Graphic Systems Design 3 Credit Hours**
ESL Placement Level: For English-as-a-Second-Language (ESL) students, placement in ESL 2520.
Prerequisite: GRD 1210 and GRD 1850
Note: Prerequisites for courses in this department are not automatically waived for College Guest students and students with a bachelor's degree or higher from a U.S. institution.
 This course offers instruction in user experience design. Students will build integrated creative campaigns using way-finding systems, icons and avatars. Students will learn how to navigate a user through a critical path with the use of custom graphic systems. Projects are blended with both traditional and digital platforms in many different applications. BILLABLE CONTACT HOURS: 3
- GRD 2301 Graphic Design Internship 1 Credit Hour**
Equivalent: GRD 1401 | GRD 1401
ESL Placement Level: For English-as-a-Second-Language (ESL) students, placement in ESL 2520.
Prerequisite: GRD 1750 GRD 1850 and consent of instructor.
Note: Prerequisites for courses in this department are not automatically waived for College Guest students and students with a bachelor's degree or higher from a U.S. institution.
 Work experience is arranged at an appropriate job location providing the student with an opportunity to apply skills and refine techniques in the actual work environment. Student self assessment and supervisory evaluations will be the basis for determining student performance. A minimum of 45 hours of work experience will be required for each hour of credit earned. BILLABLE CONTACT HOURS: 1
- GRD 2302 Graphic Design Internship 2 Credit Hours**
Equivalent: GRD 1402 | GRD 1402
ESL Placement Level: For English-as-a-Second-Language (ESL) students, placement in ESL 2520.
Prerequisite: GRD 1750 GRD 1850 and consent of instructor.
Note: Prerequisites for courses in this department are not automatically waived for College Guest students and students with a bachelor's degree or higher from a U.S. institution.
 Work experience is arranged at an appropriate job location providing the student with an opportunity to apply skills and refine techniques in the actual work environment. Student self assessment and supervisory evaluations will be the basis for determining student performance. A minimum of 45 hours of work experience will be required for each hour of credit earned. BILLABLE CONTACT HOURS: 2
- GRD 2303 Graphic Design Internship 3 Credit Hours**
Equivalent: GRD 1403 | GRD 1403
ESL Placement Level: For English-as-a-Second-Language (ESL) students, placement in ESL 2520.
Prerequisite: GRD 1750 GRD 1850 and consent of instructor.
Note: Prerequisites for courses in this department are not automatically waived for College Guest students and students with a bachelor's degree or higher from a U.S. institution.
 Work experience is arranged at an appropriate job location providing the student with an opportunity to apply skills and refine techniques in the actual work environment. Student self assessment and supervisory evaluations will be the basis for determining student performance. A minimum of 45 hours of work experience will be required for each hour of credit earned. BILLABLE CONTACT HOURS: 3
- GRD 2350 Graphic Design Strategies 3 Credit Hours**
Equivalent: GCA 2350 | GCA 1350
ESL Placement Level: For English-as-a-Second-Language (ESL) students, placement in ESL 2520.
Prerequisite: GRD 1450
Note: Prerequisites for courses in this department are not automatically waived for College Guest students and students with a bachelor's degree or higher from a U.S. institution.
 This course is an introduction to brand building and how to create a corporate identity. This includes designing a trademark that matches corporate values and applying it on a variety of surfaces such as signage, uniforms, vehicles and stationery. It also covers conceptual thinking skills by creating a comprehensive advertising campaign. BILLABLE CONTACT HOURS: 3
- GRD 2401 Advanced Design Projects 1 Credit Hour**
ESL Placement Level: For English-as-a-Second-Language (ESL) students, placement in ESL 2520.
Prerequisite: GRD 1160 GRD 1750 GRD 1850 and consent of instructor.
Note: Prerequisites for courses in this department are not automatically waived for College Guest students and students with a bachelor's degree or higher from a U.S. institution.
 This course builds on graphic design content that covers software skills and visual communication to design campaigns that connect to real-world design. Concentration will be on problem solving using critical thinking skills to create projects that connect a customer to a targeted theme. Course work requires students to work independently and in teams. BILLABLE CONTACT HOURS: 1

GRD 2402 Advanced Design Projects 2 Credit Hours

ESL Placement Level: For English-as-a-Second-Language (ESL) students, placement in ESL 2520.

Prerequisite: GRD 1160 GRD 1750 GRD 1850 and consent of instructor.

Note: Prerequisites for courses in this department are not automatically waived for College Guest students and students with a bachelor's degree or higher from a U.S. institution.

This course builds on graphic design content that covers software skills and visual communication to design campaigns that connect to real-world design. Concentration will be on problem solving using critical thinking skills to create projects that connect a customer to a targeted theme.

Course work requires students to work independently and in teams.

BILLABLE CONTACT HOURS: 2

GRD 2403 Advanced Design Projects 3 Credit Hours

ESL Placement Level: For English-as-a-Second-Language (ESL) students, placement in ESL 2520.

Prerequisite: GRD 1160 GRD 1750 GRD 1850 and consent of instructor.

Note: Prerequisites for courses in this department are not automatically waived for College Guest students and students with a bachelor's degree or higher from a U.S. institution.

This course builds on graphic design content that covers software skills and visual communication to design campaigns that connect to real-world design. Concentration will be on problem solving using critical thinking skills to create projects that connect a customer to a targeted theme.

Course work requires students to work independently and in teams.

BILLABLE CONTACT HOURS: 3

GRD 2450 Portfolio Preparation 3 Credit Hours

ESL Placement Level: For English-as-a-Second-Language (ESL) students, placement in ESL 2520.

Prerequisite: GRD 1750 and GRD 1850 or consent of instructor.

Note: Prerequisites for courses in this department are not automatically waived for College Guest students and students with a bachelor's degree or higher from a U.S. institution.

This course will challenge students to critically evaluate their strengths to create a professional brand image and develop a body of work that reflects a clean concise theme. Portfolio applications include a variety of multimedia applications. BILLABLE CONTACT HOURS: 3