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
English/ESL Placement: Placement into ENG 1510.
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
English/ESL Placement: Placement into ENG 1510.
This course introduces the fundamentals of letterforms and typographic 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 1150  Applied Design I .........................................3 Credit Hours
Equivalent: GCA 1150
English/ESL Placement: Placement into ENG 1510.
Prerequisite: GRD 1100 and GRD 1120 or consent of instructor.
This course covers typography (including type spacing) and other graphic elements in the design of small space ads, book jacket covers, and public service ads. Accompanying computer demonstrations will show how some of these elements are produced electronically. BILLABLE CONTACT HOURS: 3

GRD 1200  Professional Practices .................................3 Credit Hours
Equivalent: GCA 1200
English/ESL Placement: Placement into ENG 1510.
Prerequisite: GRD 1100
The course is a continuation of studies begun in GRD 1100, Graphic Design, which is to learn the skills necessary to organize compositional content found in all graphic and commercial art. Projects range from a Time magazine cover to a 4-page brochure on Macintosh products. BILLABLE CONTACT HOURS: 3

GRD 1210  Rendering Techniques ...............................3 Credit Hours
Equivalent: GCA 1210
English/ESL Placement: Placement into ENG 1510.
Prerequisite: GRD 1100 and GRD 1120
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 1300  Color ..................................................3 Credit Hours
Equivalent: GCA 1300
English/ESL Placement: Placement into ENG 1510.
Prerequisite: GRD 1100 and GRD 1200
The student will advance to more complex uses of color as a design device and a marketing tool and how color choice impacts upon the human optical system. Warm and cool color systems and the emotional reactions they produce are studied. BILLABLE CONTACT HOURS: 3

GRD 1320  Digital Typography ................................3 Credit Hours
Equivalent: GRD 2220, GCA 2220, GCA 1220, ART 1620
English/ESL Placement: Placement into ENG 1510.
Prerequisite: GRD 1120 and GRD 1850
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 1401  Graphic Design Internship .................1 Credit Hour
English/ESL Placement: Placement into ENG 1510.
Prerequisite: GRD 1750 GRD 1850 GRD 2450 and consent of instructor.
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 1402  Graphic Design Internship .................2 Credit Hours
English/ESL Placement: Placement into ENG 1510.
Prerequisite: GRD 1750 GRD 1850 GRD 2450 and consent of instructor.
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 1403  Graphic Design Internship .................3 Credit Hours
English/ESL Placement: Placement into ENG 1510.
Prerequisite: GRD 1750 GRD 1850 GRD 2450 and consent of instructor.
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 1404  Graphic Design Internship .................4 Credit Hours
English/ESL Placement: Placement into ENG 1510.
Prerequisite: GRD 1750 GRD 1850 GRD 2450 and consent of instructor.
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: 4
GRD 1450  Applied Design II .............................................. 3 Credit Hours
Equivalent: GCA 2250,GCA 1250
English/ESL Placement: Placement into ENG 1510.
Prerequisite: GRD 1150
Corequisite: GRD 1320
This course covers the designing of typical commercial projects, which may include a software package, incentive program, catalog, logos and a storyboard, with emphasis on effective visual impact. Accompanying computer demonstrations will show how some of these elements are produced electronically. BILLABLE CONTACT HOURS: 3

GRD 1750  Computer Design I .............................................. 4 Credit Hours
Equivalent: GCA 1750
English/ESL Placement: Placement into ENG 1510.
Prerequisite: GRD 1100 and GRD 1120
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 I .............................................. 4 Credit Hours
Equivalent: GCA 1850
English/ESL Placement: Placement into ENG 1510.
Prerequisite: GRD 1100 and GRD 1120
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 1950  Computer Design II .............................................. 4 Credit Hours
English/ESL Placement: Placement into ENG 1510.
Prerequisite: GRD 1750 or consent of instructor.
This course continues to expand the computer skills and techniques developed in Computer Design I. Advanced professional techniques used by graphic designers in the creation of catalogs, campaigns, posters, logos, business graphics, and similar publications are demonstrated. The course will cover the design and application of grids for consistent professional layouts. BILLABLE CONTACT HOURS: 4

GRD 2350  Graphic Design Strategies ...................................... 3 Credit Hours
Equivalent: GCA 2350,GCA 1350
English/ESL Placement: Placement into ENG 1510.
Prerequisite: GRD 1450
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  Special Computer Projects ...................................... 1 Credit Hour
English/ESL Placement: Placement into ENG 1510.
Prerequisite: GRD 1850 and GRD 1950 or consent of instructor.
This course builds upon the skills of GRD 1850 and GRD 1950 by introducing the student to advanced techniques or additional software designed for very specific graphic design functions. Projects may range from advanced layout grids, traps and chokes to conversion of black-and-white or color images into vector-based art. The student may then edit the resulting image in accordance with their own creativity and the project's specific goals. BILLABLE CONTACT HOURS: 1

GRD 2402  Special Computer Projects ...................................... 2 Credit Hours
English/ESL Placement: Placement into ENG 1510.
Prerequisite: GRD 1850 and GRD 1950 or consent of instructor.
This course builds upon the skills of GRD 1850 and GRD 1950 by introducing the student to advanced techniques or additional software designed for very specific graphic design functions. Projects may range from advanced layout grids, traps and chokes to conversion of black-and-white or color images into vector-based art. The student may then edit the resulting image in accordance with their own creativity and the project's specific goals. BILLABLE CONTACT HOURS: 2

GRD 2403  Special Computer Projects ...................................... 3 Credit Hours
English/ESL Placement: Placement into ENG 1510.
Prerequisite: GRD 1850 and GRD 1950 or consent of instructor.
This course builds upon the skills of GRD 1850 and GRD 1950 by introducing the student to advanced techniques or additional software designed for very specific graphic design functions. Projects may range from advanced layout grids, traps and chokes to conversion of black-and-white or color images into vector-based art. The student may then edit the resulting image in accordance with their own creativity and the project's specific goals. BILLABLE CONTACT HOURS: 3

GRD 2404  Special Computer Projects ...................................... 4 Credit Hours
English/ESL Placement: Placement into ENG 1510.
Prerequisite: GRD 1850 and GRD 1950 or consent of instructor.
This course builds upon the skills of GRD 1850 and GRD 1950 by introducing the student to advanced techniques or additional software designed for very specific graphic design functions. Projects may range from advanced layout grids, traps and chokes to conversion of black-and-white or color images into vector-based art. The student may then edit the resulting image in accordance with their own creativity and the project's specific goals. BILLABLE CONTACT HOURS: 4

GRD 2450  Portfolio Preparation .............................................. 3 Credit Hours
English/ESL Placement: Placement into ENG 1510.
Prerequisite: GRD 1750 and GRD 1850 or consent of instructor.
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