# Graphic Design

## Degrees
- Graphic Design (GRD.AAS) ([http://catalog.oaklandcc.edu/programs/graphic-design/graphic-design-aas/](http://catalog.oaklandcc.edu/programs/graphic-design/graphic-design-aas/))

## Graphic Design Courses

<table>
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<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Hours</th>
<th>Equivalent</th>
<th>Placement into ENG 1510 or ESL 2520</th>
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<tbody>
<tr>
<td>GRD 1100</td>
<td>Graphic Design</td>
<td>3</td>
<td>GCA 1100</td>
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<tr>
<td>GRD 1120</td>
<td>Typography in Design</td>
<td>3</td>
<td>GCA 1120</td>
<td>ART 1030</td>
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<td>GRD 1160</td>
<td>Advertising Design</td>
<td>3</td>
<td>GRD 1100 and GRD 1120; or departmental approval</td>
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<tr>
<td>GRD 1210</td>
<td>Rendering Techniques</td>
<td>3</td>
<td>GCA 1210</td>
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<tr>
<td>GRD 1310</td>
<td>Graphic Design User Interface</td>
<td>3</td>
<td>GRD 1210 and GRD 1850</td>
<td>Prerequisite 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</td>
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<tr>
<td>GRD 1320</td>
<td>Digital Typography</td>
<td>3</td>
<td>GRD 2220, GCA 2220, GCA 1220, ART 1620</td>
<td>Placement into ENG 1510 or ESL 2520</td>
<td>Prerequisite 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</td>
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<tr>
<td>GRD 1450</td>
<td>Brand Identity Design</td>
<td>3</td>
<td>GCA 2250, GCA 1250</td>
<td>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</td>
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<tr>
<td>GRD 1750</td>
<td>Computer Design</td>
<td>4</td>
<td>GCA 1750</td>
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</tbody>
</table>

Equivalent courses 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. 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.
GRD 1850  Digital Illustration  .................... 4 Credit Hours  
Equivalent: GCA 1850  
English/ESL Placement: Placement into ENG 1510 or 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 
presentation 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  
English/ESL Placement: Placement into ENG 1510 or 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  
English/ESL Placement: Placement into ENG 1510 or 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  
English/ESL Placement: Placement into ENG 1510 or 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  
English/ESL Placement: Placement into ENG 1510 or 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 Internship  .............. 3 Credit Hours  
Equivalent: GCA 2350 | GCA 1235  
English/ESL Placement: Placement into ENG 1510 or 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  
English/ESL Placement: Placement into ENG 1510 or 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  
English/ESL Placement: Placement into ENG 1510 or 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

English/ESL Placement: Placement into ENG 1510 or 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

English/ESL Placement: Placement into ENG 1510 or 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