

GRAPHIC DESIGN

Program Code: F.GDS.AAS

Associate in Applied Science (A.A.S.)

Minimum graduation requirement — 62 semester hours

The Graphic Design program prepares students for careers in marketing communication, advertising, and related design fields. Courses cover principles of design, visual communication, creative problem solving, and digital media. Students learn to create digital art for print and web.

Program Notes

- Students interested in transferring to a BA or BFA program with an emphasis in graphic design should follow the AFA program under Art and Design and consult with the graphic design program director.
- Students interested in transferring to a BA or BFA program at Illinois State University as part of the 2+2 articulation agreement should consult with the graphic design program director.
- Students interested in the Graphic Design Pathway to Illinois program should consult with the graphic design program director.

Suggested Full-time Sequence

FALL	SPRING
1st Semester	2nd Semester
ART 122	ART 163
ENG 101	CIS 152
GDS 102	COM 200 or COM 205
GDS 108	GDS 120
GDS 110	GDS 172

SUMMER
ART 128

FALL	SPRING
3rd Semester	4th Semester
GDS 122	GDS 230
GDS 220	GDS 271
GDS 222	GDS 293
GDS 273	COM 292
COM 121	Math/Soc/Beh Sci elec

Required General Education Core Courses (18 hours)

Cr. Hrs.

ART 122	Drawing I	3
ART 128	Digital Photography	3
ART 163	History of Modern Art	3
ENG 101	Composition I	3
COM 200	Principles of Group Discussion	
or COM 205	Business and Professional Communication	3
Math/Social/Behaviorial Science elective		3

Required Program Courses (44 hours)

GDS 102	Graphic Design History	3
GDS 108	Design Media and Principles	3
GDS 110	Typography I	3
GDS 120	Graphic Design I	3
GDS 122	Graphic Design II	3
GDS 172	Typography II	3
GDS 220	Graphic Design for Web	3
GDS 222	Graphic Design III	2
GDS 230	Motion Design	3
GDS 271	Interactive Design	3
GDS 273	Illustration I	3
GDS 293	Portfolio Seminar	3
CIS 152	Web Design and Development I	3
COM 121	Introduction to Advertising	3
COM 292	Internship and Seminar	3

Total Semester Credit Hours 63

GRAPHIC DESIGN: DIGITAL ILLUSTRATION

Program Code: F.GDI.CER

Certificate

Minimum graduation requirement — 18 semester hours

This certificate program is ideal for students who enjoy drawing and art creation using traditional media, but would like to add digital tools to their skill set. Students will learn the practical side of creating original art using digital tools while building a portfolio of editorial illustrations, concept art, technical illustrations, and animation. The certificate program stresses digital media software proficiency, a thorough understanding of design principles, and visual problem solving. Graduates are employed in in-house corporate art departments, illustration studios, and as freelancers.

Program Note*

Prerequisites for GDS 273 and GDS 230 can be waived by the program director with portfolio review.

Suggested Sequence

FALL	SPRING
1st Semester	2nd Semester
GDS 108	GDS 120
GDS 273	GDS 230
GDS 274	CSC 187

Required Program Courses (18 hours) Cr. Hrs.

CSC 187	3D Computer Animation I	4
GDS 108	Design Media and Principles	3
GDS 120	Graphic Design I	3
GDS 230*	Motion Design	3
GDS 273*	Illustration I	3
GDS 274	Illustration II	2
<i>Total Semester Credit Hours</i>		<u>18</u>

GRAPHIC DESIGN: PRINT PRODUCTION

Program Code: F.GPP.CER

Certificate

Minimum graduation requirement — 23 semester hours

The Print Production certificate program prepares students for entry-level positions that require in-depth knowledge of graphic arts software. Students will learn the practical side of preparing digital press-ready files for efficient output to either film or plates while gaining practical experience creating posters, brochures, newsletters, and other printed materials. The certificate stresses Macintosh computer proficiency and a thorough understanding of various commercial printing processes. Graduates are employed in printing facilities and in-house corporate art departments as pre-press operators, print production specialists, or production assistants.

Program Note

Print production students are expected to have a minimum keyboard ability of 30 WPM with 80% accuracy. Those who cannot meet these criteria will be advised to enroll in CIS 156.

Suggested Sequence

FALL	SPRING	FALL	SPRING
1st Semester	2nd Semester	3rd Semester	4th Semester
GDS 108	GDS 120	GDS 122	GDS 222
GDS 110	GDS 172	GDS 273	COM 200

Required Program Courses (20 hours) Cr. Hrs.

GDS 108	Design Media and Principles	3
GDS 110	Typography I	3
GDS 120	Graphic Design I	3
GDS 122	Graphic Design II	3
GDS 172	Typography II	3
GDS 222	Graphic Design III	2
GDS 273	Illustration I	3

Required General Education Core Course (3 hours) Cr. Hrs.

COM 200	Principles of Group Discussion	3
or COM 205	Business and Professional Communication	

Total Semester Credit Hours 23

INTERACTIVE DESIGN

Program code: T.IAD.AAS

Associate in Applied Science (A.A.S.)

Minimum graduation requirement — 64 semester hours

The Interactive Design program prepares students to design interactive user experiences for websites and devices. The program prepares students for careers in marketing communication, web design, web development, and related fields. Courses cover principles of design, visual communication, creative problem solving, user experience design and web development. Students will build a diverse portfolio of creative digital media projects including responsive websites, ebooks, apps, and animation.

Suggested Full-time Sequence

FALL	SPRING	SUMMER
<i>1st Semester</i>	<i>2nd Semester</i>	
ART 122	CSC 175	ART 128
CIS 112	CSC 179	
CIS 152	GDS 110	
GDS 102	GDS 120	
GDS 108	ENG 101	

FALL	SPRING
<i>3rd Semester</i>	<i>4th Semester</i>
COM 200 or COM 205	GDS 230
CSC 121	GDS 271
CSC 186	GDS 272
GDS 220	GDS 292 or COM 292
Math or Soc/Beh Sci elec	GDS 293

Required Program Courses (49 hours) Cr. Hrs.

CIS 112	Computing Essentials	4
CIS 152	Web Design and Development I	3
CSC 121	Web Design and Development II	3
CSC 175	JavaScript Development	3
CSC 179	Digital Media Foundation	3
CSC 186	2D Animation	4
GDS 102	Graphic Design History	3
GDS 108	Design Media and Principles	3
GDS 110	Typography I	3
GDS 120	Graphic Design I	3
GDS 220	Graphic Design for Web	3
GDS 230	Motion Design	3
GDS 271	Interactive Design I	3
GDS 272	Interactive Design II	2
GDS 292	Graphic Design Studio	
or COM 292	Internship and Seminar	3
GDS 293	Portfolio Seminar	3

Required General Education Courses (15 hours)

ART 122	Drawing I	3
ART 128	Digital Photography	3
COM 200	Principles of Group Discussion	3
or COM 205	Business and Professional Communication	
ENG 101	Composition I	3
Math or Social/Behavioral Sciences elective		3

Total Semester Credit Hours 64

INTERACTIVE DESIGN CERTIFICATE

Program code: T.IAD.CER

Certificate

Minimum graduation requirement — 20 semester hours

The Interactive Design certificate prepares students for entry-level positions that require in-depth knowledge of HTML, CSS, Javascript, and other web development tools. Students will learn the practical side of developing interactive designs for websites and devices. The certificate stresses technical competency and prepares students to manage a small business or community organization website. Students will build a diverse portfolio of digital media projects including responsive websites and ebooks.

Program Note*

Prerequisites for GDS 120 may be waived where appropriate by the program director for students in this program.

Suggested Full-time Sequence

FALL	SPRING
<i>1st Semester</i>	<i>2nd Semester</i>
CIS 152	CSC 121
GDS 120	CSC 175

<i>FALL</i>
<i>3rd Semester</i>
GDS 220
GDS 271
GDS 272

Required Program Courses (47 hours) Cr. Hrs.

CIS 152	Web Design I	3
CSC 121	Web Design II	3
CSC 175	Scripting	3
GDS 120*	Graphic Design I	3
GDS 220	Graphic Design for Web	3
GDS 271	Interactive Design I	3
GDS 272	Interactive Design II	2

Total Semester Credit Hours 20

Graphic Design

Fine and Applied Arts

217/351-2217 • www.parkland.edu/faa

GDS 102 Graphic Design History 3-0-3

Surveys the field of graphic design from its origins to contemporary practice. Develops visual vocabulary, provides insight into the continuity of design thinking, and provides cultural and historical context for design practice. F S

GDS 108 Design Media and Principles 2-2-3

Introduction to composition and visual literacy for digital media artists and designers. Surveys a broad range of digital tools including the Adobe Creative Suite. Prerequisite: proficiency with personal computers and Internet browsing. F S Su

GDS 110 Typography I 2-2-3

Introduction to creative typography for visual communication. Create typographic compositions using Adobe Creative Suite for print and web. Emphasis on terminology, typographic traditions, type aesthetics. Prerequisite: proficiency with personal computers and Internet browsing. F S

GDS 120 Graphic Design I 2-3-3

Introduction to the creative process and image making with a focus on composition. Solve real world visual communication problems in a hands-on studio environment using Adobe Creative Suite. Prerequisites: GDS 108 or ART 121, and ART 122 or approval of program director or department chair. F S

GDS 122 Graphic Design II 2-2-3

Introduction to systems of visual organization in graphic design with a focus on conceptual development and print production. Communicate creative concepts through effective use of type and images. Develop dynamic portfolio samples using Adobe Creative Suite. Prerequisite: GDS 120. F

GDS 172 Typography II 2-2-3

Compose professional-level type for print using Adobe InDesign. Emphasis on publication design, grid systems, legibility, readability, typographic hierarchy, style sheets and pre-press issues. Prerequisite: GDS 110. S

GDS 220 Graphic Design for the Web 2-2-3

A visual approach to web design with an emphasis on creative concepts and applied design principles. Design dynamic web experiences using Photoshop and Dreamweaver. Prerequisites: CIS 152, GDS 120, or approval of program director or department chair. F

GDS 222 Graphic Design III 1-2-2

Self-directed advanced visual problem solving projects. Develop presentations skills and become power users of Adobe Creative Suite. Prerequisite: credit or concurrent enrollment in GDS 122. F

GDS 230 Motion Design 2-2-3

Create advanced motion graphics for digital video, broadcast, and the web. Develop client-driven portfolio samples with emphasis on concepts and interactivity. Communicate advertising, promotion, and editorial concepts with AfterEffects and other digital tools. Prerequisites: GDS 108, GDS 120, GDS 220, and CIS 152, or approval of program director or department chair. S

GDS 271 Interactive Design I 2-2-3

Design user experiences for digital media with an emphasis on creative problem solving. Create interactive websites and apps that use current technology to meet real-world marketing communication objectives. Prerequisites: GDS 108, GDS 120, and CIS 152, or approval of program director or department chair. S

GDS 272 Interactive Design II 1-2-2

Self-directed creative problem-solving and conceptual digital media projects with a focus on meeting real-world marketing communication objectives. Create dynamic user experiences in interactive websites and apps with an emphasis on building a portfolio of high quality samples. Prerequisite: credit or concurrent enrollment in GDS 271. S

GDS 273 Illustration I 2-2-3

Gain experience in visual communication by creating illustrations for editorial, advertising, information graphics and other commercial art applications. Advanced uses of digital tools for creating original art. Prerequisites: GDS 108 or ART 121, ART 122, and GDS 120. F

GDS 274 Illustration II 1-2-2

Self-directed creative problem-solving and conceptual thinking projects focusing on creating original images for editorial and advertising. Emphasis on building a consistent body of work with a distinctive individual style. Fine tune skills in Illustrator and Photoshop. Prerequisite: credit or concurrent enrollment in GDS 273. F

GDS 292 Graphic Design Studio 1-12-3

Supervised classroom service learning project. Gain practical experience in professional business practices. Portfolio review required. May be repeated for a maximum of 6 credit hours. Prerequisite: sophomore standing in Graphic Design, 3.0 program GPA, or approval of instructor or department chair. F S

GDS 293 Portfolio Seminar 2-2-3

Under the direction of the instructor, students fine-tune and edit their portfolios, design a self-promotion campaign, build a self-promotion web site, and develop their personal résumés. Includes seminars with industry professionals. Prerequisite: GDS 220, sophomore standing in Graphic Design, 3.0 program GPA, or approval of instructor or department chair. S