GRAPHIC DESIGN (GDES), AAS

At Dunwoody College of Technology, the Graphic Design program brings out the designer in its students and adds real-world, hands-on skills. Students learn how to take a creative project from concept to completion and are prepared to work in a variety of creative fields, including marketing, advertising, publishing, and packaging. Career titles of recent graduates include: production artist, graphic designer, web designer, package designer, project manager, and structural package designer.

The program provides instruction in industry standard hardware (Apple OSX) and software (Adobe's Creative Suite including InDesign, Illustrator, Photoshop, Bridge, and Acrobat). Topics covered include color theory and color management, typography, and layout and design. Web design and packaging design are also addressed. Arts & Sciences curriculum both supports the students' technical direction and enhances their oral and written communication skills, fundamental math skills, and critical thinking ability. The course of study culminates in an industry internship or capstone project where the students gain on-the-job experience.

Credential Earned: AAS
Length of Program: 2 years (4 semesters)
Classes Offered: Day
Available Starts: Fall Semester

Program Outcomes
• Operate and maintain equipment safely.
• Diagram graphic workflows.
• Explain various graphics industry segments.
• Prepare documents to industry standards.
• Apply graphics measurement tools.
• Manage color outcomes.
• Demonstrate professional work behavior.
• Create print-based visual communication pieces.
• Create web-based visual communication pieces.

Degree Requirements

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>GDES1210</td>
<td>Typography</td>
<td>2</td>
</tr>
<tr>
<td>GDES1220</td>
<td>Design for Print</td>
<td>2</td>
</tr>
<tr>
<td>CWB1000</td>
<td>Introduction to Web Languages</td>
<td>2</td>
</tr>
<tr>
<td>GDES1231</td>
<td>Vector Design</td>
<td>1</td>
</tr>
<tr>
<td>PREP1220</td>
<td>Advanced Image Editing</td>
<td>1</td>
</tr>
<tr>
<td>GDES2220</td>
<td>Information Design</td>
<td>2</td>
</tr>
<tr>
<td>GAPT2110</td>
<td>Color Management</td>
<td>2</td>
</tr>
<tr>
<td>GDES2120</td>
<td>Design for Publication</td>
<td>2</td>
</tr>
<tr>
<td>GAPT2120</td>
<td>Web Graphics</td>
<td>2</td>
</tr>
<tr>
<td>GDES2210</td>
<td>Business of Design</td>
<td>2</td>
</tr>
<tr>
<td>GDES2110</td>
<td>Design for Digital Print</td>
<td>2</td>
</tr>
<tr>
<td>GDES2230</td>
<td>Graphic Design Portfolio</td>
<td>1</td>
</tr>
</tbody>
</table>

Technical Elective (Choose one course):
- PREP2111 Advanced Structural Design
- GDES2140 Design for Animation & Interactivity

Total Credits: 62

Sample Academic Plan

The following sample academic plan demonstrates how a student’s schedule might look on a semester-by-semester basis, including elective courses. Your actual degree plan may differ from this sequence, depending on whether you start in the fall or spring semester, what transfer credits you may have (if any), and which Arts & Sciences courses and electives you take and when you take them.

The sample academic plan is for informational purposes only. To determine your academic plan, please meet with an academic advisor.

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Year</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fall</td>
<td>GAPT1110 Design Principles &amp; Applications</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>GAPT1120 Pre-Media Principles &amp; Applications</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>GAPT1130 21st Century Graphic Communication</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>GAPT1141 Introduction to Web Design</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>GAPT1150 Introduction to Color Theory</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Natural Science/Mathematics</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Communications</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Total Credits</td>
<td>17</td>
</tr>
<tr>
<td>Spring</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>GAPT1210 Packaging Design</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>GAPT1220 Applied Color Theory</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>GAPT1230 Image Composition &amp; Effects</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>GDES1210 Typography</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>GDES1220 Design for Print</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>CWB1000 Introduction to Web Languages</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>GDES1231 Vector Design</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>PREP1220 Advanced Image Editing</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>ARTS1250 History of Design</td>
<td>3</td>
</tr>
</tbody>
</table>
Courses

Descriptions

GAPT1110 | Design Principles & Applications | Lec/Lab (3 Credits)
Introduction to design principles and processes, including creative problem solving, design work flows, and industry best practices; includes typography, drawing, layout and composition. Explore Adobe Creative Suite.

GAPT1120 | Pre-Media Principles & Applications | Lec/Lab (3 Credits)
Introduction to pre-media principles and processes. Input, edit, output and archive media assets for all possible print and online outcomes. Explore various pre-media workflows, using industry best practices.

GAPT1130 | 21st Century Graphic Communication | Lec/Lab (3 Credits)
Introduction to digital and analog print processes, and various bindery and finishing technologies. Prepare and test for Flexographic Technical Association Level One Certification.

GAPT1141 | Introduction to Web Design | Laboratory (1 Credit)
Introduction to web design using a graphical user interface web development tool. Basics of HTML and CSS with an emphasis on web design principles and file management.

GAPT1150 | Introduction to Color Theory | Lecture (1 Credit)
The importance and power of color in graphic communication, brand identity, and color reproduction. Color psychology, science and applications. Hands-on exploration of RGB, LAB and CMYK color spaces.

GAPT1210 | Packaging Design | Lec/Lab (2 Credits)
Investigate the concepts of folding carton design and production for retail and commercial use. Client-driven creation of a custom folding carton from structural design through finished branded prototype and formal presentation. Train on industry standard ArtiosCAD and Studio Visualizer software to produce virtual 3D animations and physical mock-ups.

GAPT1220 | Applied Color Theory | Laboratory (1 Credit)
Practice the use of color from design through output. Color palettes, color matching systems, process and custom inks, color separating, color measurement, color indexing, introduction to color management.

Prerequisite(s): GAPT1150

GAPT1230 | Image Composition & Effects | Laboratory (1 Credit)
Investigate Photoshop core competencies for designers and pre-media technicians related to image editing and compositing. Practice masking, layer organization and blending, basic color correction, vector/raster collage work, subject silhouetting, and creating shadows and reflections.

Prerequisite(s): GAPT1120

GDES1210 | Typography | Lec/Lab (2 Credits)
Examine typographic principles with an overview of the history of type. Identify typographic vocabulary, and explain the use of typography as a tool to enhance visual interest and communication.

Prerequisite(s): GAPT1110

GDES1220 | Design for Print | Lec/Lab (2 Credits)
Practice of basic design principles applied to projects destined for traditional print media. Create various print projects from concept, brand development and design asset coordination to print ready files. Demonstrate critical design analysis through classroom critiques.

Prerequisite(s): GAPT1110

CWEB1000 | Introduction to Web Languages | Lec/Studio (2 Credits)
Hypertext Markup Language (HTML). Basic page structure, tags, link, text formatting, forms, tables, and debugging with trouble-shooting skills. Cascading Style Sheets (CSS), advanced formatting, and layout.

GDES1231 | Vector Design | Laboratory (1 Credit)
Introduction to two-dimensional design through a study of principles and elements of design. Explore these principles and elements using Adobe Illustrator.

Prerequisite(s): GAPT1110 And GAPT1120

PREP1220 | Advanced Image Editing | Laboratory (1 Credit)
A lab intensive investigation into high end color retouching and photo enhancement, cosmetic retouching, CameraRAW, advanced layer work and special effects.

Prerequisite(s): GAPT1230

GDES2220 | Information Design | Lec/Lab (2 Credits)
A combination of theory and practice covering principles of design, perception and usability; demonstrate how graphic design can positively affect the presentation of information.

Prerequisite(s): GDES1210

GAPT2110 | Color Management | Lec/Lab (2 Credits)
Cross-disciplinary course uniting design, pre-media and press students for the practical application of color managed work flows. Calibration, characterization, and conversion best practices. Team based creation and production of related color print samples managed across multiple devices.

Prerequisite(s): GAPT1220

GDES2120 | Design for Publication | Lec/Lab (2 Credits)
Investigation and design of structural systems and organizational methods for multi-page documents, such as newsletters, magazines, books and catalogs. Cross-media publication processes will also be explored.

Prerequisite(s): GDES1210 And GDES2120
GAPT2120 | Web Graphics | Lec/Lab (2 Credits)
Introduction to web design from creating wire frames to finished mockups. Emphasis is on web page layout and the creation and formatting of the graphic elements on a web page.
Prerequisite(s): CWEB1000, Or CWEB1010, Or CDEV1010

PREP2111 | Advanced Structural Design | Lec/Lab (2 Credits)
Design and produce elaborate folded structures such as free standing displays and pop-up designs, as well as other paper, paperboard and corrugated structures including furniture and other recyclable and useful products. Produce virtualized 3D visualizations of designs prior to committing them to physical material. Opportunity to compete for national recognition in folding carton design may be available through this class.
Prerequisite(s): GAPT1210

GDES2140 | Design for Animation & Interactivity | Lec/Lab (2 Credits)
Introduction to the concepts and tools used for creating time and motion based design including documents that involve user interaction. Students will create 2-D animations from storyboarding to finished stand alone or web-based projects.
Prerequisite(s): GAPT1110 And GDES1231

GDES2210 | Business of Design | Lec/Lab (2 Credits)
Basics of marketing, proposals, legal considerations, and working with clients; an overview of potential career paths for designers. Develop individual professional brand marks and identity system.

GDES2110 | Design for Digital Print | Lec/Lab (2 Credits)
Principles of design for contemporary digital output devices and the special design considerations required. Introduction to opportunities unique to digital output including wide format, short run printing and variable data output.
Prerequisite(s): GDES1210 And GDES1220

GDES2230 | Graphic Design Portfolio | Studio (1 Credit)
Planning and preparation of both an analog and digital presentation of student design work as evidence of graphic design skills and abilities. Focus on selection, organization and presentation for professional advancement.
Prerequisite(s): GDES2120 And GDES2220

GAPT2240 | Graphic Arts Industry Internship | Internship (4 Credits)
Applying and developing technical skills and professional behavior; monitored on-the-job work experience.

GDES2240 | Graphic Design Capstone | Capstone (4 Credits)
Applying and developing technical skills and professional behavior for graphic designers; a closely supervised, project-based experience.
Prerequisite(s): GDES2120 And GDES2220

ARTS1250 | History of Design | Lecture (3 Credits)
A survey of major movements and tendencies, and key figures in the development of graphic, craft, and industrial design between the mid-nineteenth century and the present day.
General Education: Humanities

ENGL1010 | English | Lecture (3 Credits)
Analyze the research and essay-writing process for purpose, planning, drafting, and revision. Explore writing patterns and thought development. Incorporate concepts of grammar and usage, documentation, source relevancy and credibility. Focus is on clear, concrete writing.
General Education: Communications