

# GRAPHIC DESIGN (GRFX)

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## **GRFX 100 F Graphic Design I (formerly ART 140 F) 3 Units**

36 hours lecture and 54 hours lab per term. This is an introductory course in advertising and graphic design with an emphasis on communication through use of concepts, type and images. Includes development of layout and computer skills, style and an introduction to logotype design, publication design and design concepts. (Degree Credit) (CSU)

## **GRFX 120 F Typography I (formerly ART 141 F) 3 Units**

**Advisory:** GRFX 100 F.

36 hours lecture and 54 hours lab per term. This course focuses on the use of type and typography in print and digital graphic design and prepares students to meet industry standards in the design and advertising industries. (Degree Credit) (CSU)

## **GRFX 150 F Graphic Design II (formerly ART 147 F) 3 Units**

**Advisory:** GRFX 100 F or DART 100 F.

36 hours lecture and 54 hours lab per term. This is an advanced course in a study of methods and techniques used in producing advertising and design projects. Areas emphasized are electronic pre-press, typography and commercial printing methods. This course is oriented specifically to the needs of graphic design students. (Degree Credit) (CSU)

## **GRFX 151 F History of Graphic Design (formerly ART 138 F) 3 Units**

**Advisory:** GRFX 100 F or DART 100 F.

36 hours lecture and 54 hours lab per term. This course explores the history of graphic design from the nineteenth century to present day. In addition to studying historical design trends, students will also produce design projects based on specific vintage styles. This course is taught in the computer lab and utilizes the Adobe Creative Suite of software. (Degree Credit) (CSU)

## **GRFX 160 F Publication Design (formerly ART 145 F) 3 Units**

**Advisory:** GRFX 100 F.

36 hours lecture and 54 hours lab per term. This is an advanced course with emphasis on the design of publications such as brochures and magazine layouts to simulate real world assignments. Finished comprehensive projects will be created on the computer to a professional quality suitable for inclusion in a student's portfolio. (CSU) (Degree Credit)

## **GRFX 170 F Typography II (formerly ART 241 F) 3 Units**

**Advisory:** GRFX 120 F.

36 hours lecture and 54 hours lab per term. This course is an advanced course in the use of type and typography in the production of logos and branding, advertising and publications across both print and digital platforms. (CSU) (Degree Credit)

## **GRFX 200 F Graphic Design III 3 Units**

**Advisory:** GRFX 100 F or GRFX 150 F.

36 hours lecture and 54 hours lab per term. This course continues the study of the concepts and processes of GRFX 150 F. Conceptual problem-solving skills and the creative design process are emphasized through use of imagery, type and layout. Students will explore various problem-solving strategies using the Adobe Creative Suite of software. (Degree Credit) (CSU)

## **GRFX 230 F Advertising Design (formerly ART 146 F) 3 Units**

**Advisory:** GRFX 100 F.

36 hours lecture and 54 hours lab per term. This is an advanced level course with emphasis on design for advertising. The assignments are intended to simulate real world experience and may include advertising campaigns, posters, and billboards. Finished comprehensive projects will be created on the computer to a professional quality suitable for inclusion in a student's portfolio. (CSU) (Degree Credit)

## **GRFX 240 F Packaging Design (formerly ART 148 F) 3 Units**

**Advisory:** GRFX 100 F.

36 hours lecture and 54 hours lab per term. This is an advanced level course with emphasis on design for packaging. The assignments are intended to simulate real world experience and will include designing for a range of 3D surfaces. Finished comprehensive projects will be created on the computer to a professional quality. Students will be introduced to basic digital photography concepts for recording their work and creating images suitable for portfolio inclusion. (Degree Credit) (CSU)

## **GRFX 250 F Graphic Design IV 3 Units**

**Advisory:** GRFX 100 F or GRFX 150 F.

36 hours lecture and 54 hours lab per term. This course continues the study of the concepts and processes of GRFX 200 Graphic Design III. Areas emphasized include 2D and 3D design with and introduction to new media. (Degree Credit) (CSU)

## **GRFX 270 F UI-UE User Experience Design (formerly ART 142 F) 3 Units**

**Advisory:** GRFX 100 F.

36 hours lecture and 54 hours lab per term. This course covers skill development in user experience and interface design process including selecting interfaces that are meaningful to users and relative to a project's content and delivery system. Emphasis on aesthetic issues such as iconography, screen composition, colors, and typography. (Degree Credit) (CSU)