

## Graphic Design AA Major - Active

Department: Visual Media Design

Approval: March 2016

Effective Semester: Fall 2017

We live in the 'information age'—subjected to a constant stream of text, images, and sounds. The role of the graphic designer is to shape content in a meaningful way, visualizing and communicating ideas to users in the most effective and engaging manner possible.

The Graphic Design major was created to provide students with a strong foundation in the fundamental aspects of the designer's art. Students develop creativity and ideation skills, learn the theories of communication design and apply this to a wide range of design situations. Communication in all forms—visual, verbal and written—is stressed. The program is hands-on, integrating conceptual design studies with current digital tools and production methods. Advanced students have the opportunity to further develop their skills in Emerge Studio, a design studio practicum that provides quality communications pieces to the campus community. Our City College of San Francisco American Institute of Graphic Artists (AIGA) student group provides additional educational, networking and outreach opportunities within the professional design community.

The Graphic Design major is designed for students with no previous college degree, and prepares students to continue their studies in a 4-year institution or enter the design profession. Students are encouraged to meet with a program advisor to discuss their goals.

### Learning Outcomes

Upon completion of this program, students will be able to:

- Employ and document a structured design process to develop design solutions, working both individually and collaboratively
- Combine appropriate aesthetic form and content to create effective communication design
- Select appropriate tools, materials and processes for a range of design contexts and media platforms
- Analyze and discuss the merits of design work, using relevant concepts and terminology
- Develop and maintain a professional portfolio of work

Completion of ENGL 91 or ESL 140 or placement in ENGL 92 or 95 or ESL 150 is advised to start the program.

Assuming students start this AA with transfer-level math and English eligibility, the minimum time for completion is 4 semesters. Completion time will vary based on student preparation and number of units completed per semester.

### Courses Required for the Major in Graphic Design AA

Course	Units
<b>First Semester:</b>	
VMD 100 - Orientation to Visual Media Design	1.00
VMD 101/DSGN 101/PHOT 100 - Design Fundamentals	3.00
VMD 105 - Visual Media Digital Skills	3.00
Total:	7.00
<b>Second Semester:</b>	
VMD 120 - Graphic Design I	3.00
VMD 130 - Typography I	3.00
VMD 140 - Web Production I	3.00
VMD 152 - InDesign I	3.00
VMD 154 - Photoshop I	3.00
Total:	15.00
<b>Third Semester:</b>	
VMD 122 - Graphic Design II	3.00
VMD 127 - User Experience	3.00
VMD 131 - Typography II	3.00
VMD 150 - Illustrator I	3.00

Total:		12.00
<b>Fourth Semester:</b>		
VMD 190 - Portfolio Preparation		3.00
VMD 200A - Design Studio Practicum		3.00
Total:		6.00
<b>Fourth Semester—choose one of the following design courses:</b>		
VMD 124A - Information Design		2.00
VMD 124B - Package Design		2.00
VMD 124C - User Interface Design		2.00
Total:		2.00
<b>Total:</b>		<b>42.00</b>

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