Media Arts: Graphic Design

Award Type: Associate in Science

The Media Arts:Graphic Design program prepares students for careers in the visual media industry. The curriculum is designed to help students build strong design foundations, visual literacy skills and become proficient in the technical skills required of a visual designer. Coursework leads to degree completion, transfer and/or entry-level employment. Electives provide for emphasis in specific areas of interest including illustration, graphic design, digital publishing, web design and 3-D design. Capstone courses offer a unique opportunity to create a collective portfolio of student work.

The graduate of the Associate in Science in Media Arts: Graphic Design will:

- Discover how visual language communicates global culture through research, innovative thinking, writing, and creative expression.
- Research, conceptualize and create innovative responses to design projects using knowledge of visual literacy for meaningful communication.
- Demonstrate proficiency in industry-standard processes and technologies to create, capture and manipulate visual content in developing artwork for digital and print media.
- Integrate artistic expression, professional attitudes, and effective working habits as individuals or as members of a collaborative team.
- Develop a portfolio for transfer, employment, or freelancing in the design and visual communication industry.

Program Requirements

A major of 36 units is required for the associate in science degree.

Required core courses (27 units):

Course Number	Course Title	Units
ART 108	Design 1 on the Computer	3.0
	or	
GRPH 108	Design 1 on the Computer	3.0
	or	
ART 110	Design 1	3.0
GRPH 110	Introduction to Graphic Design	3.0
GRPH 112	Digital Imagery	3.0
GRPH 113	Digital Illustration	3.0
GRPH 115	Digital Design and Publishing	3.0
GRPH 116	Web Portfolio & Social Media	3.0
GRPH 117	Typography	3.0
MMAC 101	Introduction to Multimedia	3.0
PHTO 170	Digital Photography	3.0

Plus a minimum of 9 units selected from any of the Areas of Concentration listed below:

Option A - General Concentration

Course Number	Course Title	Units
ART 106	Art of the 20th Century	3.0
ART 112	Design Color Theory	3.0
ART 120	Drawing 1	3.0
ART 122	Life Drawing 1	3.0
FILM 101	Film as Art and Communication	3.0
GRPH 118	User Interface Design	3.0

GRPH 120	Advanced Design for Publishing	3.0
GRPH 127	History of Graphic Design	3.0
GRPH 129	Digital Tools for Visual Media	3.0
	or	
MMAC 129	Digital Tools for Visual Media	3.0
GRPH 130	3D Modeling For Production	3.0
GRPH 189	Independent Projects in Graphics	1.0 - 3.0 units
MMAC 114	Game and App Design	3.0
MMAC 126	Introduction to Motion Graphics	3.0
	or	
FILM 126	Introduction to Motion Graphics	3.0

Option B - Illustration Concentration

Course Number	Course Title	Units
ART 107	Introduction to Digital Art	3.0
ART 120	Drawing 1	3.0
ART 121	Drawing 2	3.0
ART 122	Life Drawing 1	3.0
GRPH 129	Digital Tools for Visual Media	3.0
	or	
MMAC 129	Digital Tools for Visual Media	3.0

Option C - Design for Publishing

Course Number	Course Title	Units
GRPH 120	Advanced Design for Publishing	3.0
GRPH 127	History of Graphic Design	3.0
GRPH 189	Independent Projects in Graphics	1.0 - 3.0 units
CWE 149	Cooperative Work Experience OCCUPATIONAL	1.0 - 8.0 units

Option D - Media Design Concentration

Course Number	Course Title	Units
GRPH 118	User Interface Design	3.0
GRPH 129	Digital Tools for Visual Media	3.0
	or	
MMAC 129	Digital Tools for Visual Media	3.0
GRPH 130	3D Modeling For Production	3.0
MMAC 126	Introduction to Motion Graphics	3.0
	or	
FILM 126	Introduction to Motion Graphics	3.0
GRPH 129	Digital Tools for Visual Media	3.0
	or	
MMAC 129	Digital Tools for Visual Media	3.0