

# GRAPHIC ARTS (201)

## 201-100 - Image Editing

Introduces basic digital image manipulation using Adobe Photoshop software. Builds on the student's required skills of using a computer and its operating system to manage files, create and edit digital images. Basic computer skills, internet access, and access to the current version of Adobe Creative Suite software required for the course.

2 Credit hours

18 Lecture hours

36 Lab hours

## 201-101 - Introduction to Graphic Design

Offers an overview of the basic objectives, principles, and methods used in the discipline of graphic design. Students are introduced to the basic concepts of visual communication through projects that balance creative development and design tools. Assignments range from individual to collaborative, and are designed to introduce creative thinking, critical discussion and personal decision-making in relation to the choice of graphic design as major. (Prerequisite: Completion of or concurrent enrollment in 890-101 College 101) Credit for Prior Learning Available

3 Credit hours

36 Lecture hours

36 Lab hours

## 201-102 - Vector Illustration 1

Uses Adobe Illustrator, a vector-based drawing program, to design documents for print, illustration, layout and multimedia projects including Web, print and animation. Basic computer skills, internet access, and access to the current version of Adobe Creative Suite software required for the course. Credit for Prior Learning Available

2 Credit hours

18 Lecture hours

36 Lab hours

## 201-105 - Designing for Mobile Platforms

Introduces the creation of digital graphic design for use on mobile platforms such as phones, tablets and computer screens. Focuses on utilizing design principles with an emphasis on image size and formatting, font selection and use, color, alignment and screen flow. Students will explore trends in digital graphics, emerging technologies, and electronic publication. Basic computer skills, internet access, and access to the current version of Adobe Creative Suite software required for the course. (Prerequisites: 103-170 Beginning Photoshop; 103-174 InDesign; 201-112 Design Fundamentals)

3 Credit hours

36 Lecture hours

36 Lab hours

## 201-111 - Typography

Covers basic principles of typography and designing with type. Includes laboratory experience in typographic specifications, copy-fitting, creating layouts, the application of grid systems, and the use of typography in publication design. Basic computer skills, internet access, and access to the current version of Adobe Creative Suite software required for the course. (Prerequisite: 103-174 InDesign)

3 Credit hours

36 Lecture hours

36 Lab hours

## 201-112 - Design Fundamentals

Introduces students to the basic formal elements and principles of two-dimensional design. Uses exercises and practical projects to explore visual and creative thinking strategies and develop more effective visual communication. Basic computer skills, and internet access are required for the course.

3 Credit hours

36 Lecture hours

36 Lab hours

## 201-116 - Identity Design and Branding

While focusing on brand development and marketing, this course emphasizes graphic design process, research, concept development, compositing, stylistic approach and efficient production technique. Topics include working with clients, efficient workflow, best design practices and creating projects for print and web. Basic computer skills, Internet access, and access to the current version of Adobe Creative Suite software required for the course. (Prerequisite: 201-112 Design Fundamentals)

3 Credit hours

36 Lecture hours

36 Lab hours

## 201-134 - Design Production and Planning 1

Emphasizes the use of graphic design skills and concepts in the creation of original design projects. Students will expand their knowledge of contemporary design, design history, and the importance of proficiency in all aspects of the design process. Creative thinking strategies, conceptualizing, collaboration, and presentation for more effective visual communication are prioritized. Service learning, client communications, project development, and professionalism are stressed throughout. Basic computer skills, Internet access, and access to the current version of Adobe Creative Suite software required for the course. (Prerequisites: 103-170 Beginning Photoshop; 103-174 InDesign; 201-102 Vector Illustration 1; 201-111 Typography)

3 Credit hours

36 Lecture hours

36 Lab hours

## 201-144 - Vector Illustration 2

Explores advanced vector graphic creation with Adobe Illustrator and the procedures used in the planning and construction of original designs. Students build skills in creating, modifying, editing and applying original vector art to match reproduction requirements. Basic computer skills, Internet access, and access to the current version of Adobe Creative Suite software required for the course. (Prerequisite: 201-102 Vector Illustration 1)

3 Credit hours

36 Lecture hours

36 Lab hours

## 201-168 - Design, Production and Planning 2: Digital Output

Applies the use of graphic design and software skills developed in design, page layout, illustration, photographics and typography courses. Emphasizes and recognizes individual skills, creativity, process and technique as students assemble a physical and digital personal portfolio. Students will complete the Graphic Design Program exit assessment through participation in the MPTC Portfolio Showcase. Basic computer skills, Internet access, and access to the current version of Adobe Creative Suite software required for the course. (Prerequisite: 201-134 Design Production and Planning 1)

3 Credit hours

36 Lecture hours

36 Lab hours

**201-181 - Prepress Process Color**

Provides an understanding of the theory of color as it relates to graphic design and prepress workflow. Topics explored include the basics of color theory, the properties of color, global meanings of color, color management, and the use of color for the web and for print production. Examines both traditional and electronic prepress procedures. Basic computer skills, Internet access, and access to the current version of Adobe Creative Suite software required for course. (Prerequisite: 103-170 Beginning Photoshop)

3 Credit hours

36 Lecture hours

36 Lab hours