

# VISUAL COMMUNICATIONS TECHNOLOGY: **GRAPHIC DESIGN**

A.A.S. DEGREE



## ***Applied Art and Design (Graphic Design) - Course Descriptions***

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### **AAD 104 Intro to Graphic Design, 2D - 3 Credits**

A course which will introduce the student to basic graphic skills. Emphasis will be placed on applying the elements and principles of two-dimensional design to specific graphic design tasks in order to build visual literacy skills. Emphasis will be placed on both computer and hand skills used in the production of graphic art work.

- Course takes place within a Macintosh environment utilizing Adobe software.
- Students will be required to purchase art supplies and materials.
- Students may be required to print at a local service bureau. (SUNY-A)

### **AAD 105 Typography 3 Credits**

A comprehensive exploration and application of typography in graphic design. Students will study the design and use of typography from historical to contemporary perspectives, explore the relationship between type and image in visual communications, and create projects using typography as a major element of the design. Three class hours. Fulfills the requirements for a Humanities course.

### **AAD 107 A History of Graphic Design -3 Credits**

This course surveys the pivotal events and achievements that led to the current state of graphic design. The unceasing quest to give form to ideas is traced from the pictographs painted on cave walls to the latest imaginative designs. Through lectures, videotapes, discussions, research and studio projects, students are introduced to the creative thinkers, important innovations and breakthrough technologies that have shaped the evolution of visual communication. This course will include discussion of the social,

political and economic factors that have influenced art and design through the ages. This course also satisfies social science requirements.

### **AAD 108 Ideation: Illustration and Design - 3 Credits**

This course involves investigation into the basic technical, aesthetic and conceptual aspects of illustration and design. The philosophy of the course is that innovation is a skill that is both visual and experiential, which, through practice, evokes insights, associations and resonances. The course teaches basic ideation skills—how to see, think and respond through observing, experiencing, drawing and designing to solve a variety of visual problems. This is a studio-based subject involving intensive, practical, hands-on exercises taught simultaneously with visual theory. The course seeks to expand each student's visual vocabulary, aesthetic consciousness and creative thought.

- Course takes place within a Macintosh environment utilizing Adobe software.
- Students will be required to purchase art supplies and materials.
- Students may be required to print at a local service bureau.

### **AAD 112 Graphic Design 1 - 3 Credits**

This course explores the various aspects of graphic communication and will cover concepts, typography, layout and general graphic techniques. Course materials are designed to advance an understanding of design tools and design principles, artisanship and conceptual skills through the exploration of visual elements, order, concept and language. Three class hours.

*Prerequisite: COM 104/AAD104 and COM 105/AAD 105, or permission of instructor.*

### **AAD 160 Graphic Illustration: Vector Drawing 3 Credits**

This course is designed to introduce the benefits, complexities and application of vector illustration and design (using Bezier curves) within a creative explorative environment. Learning to integrate traditional and digital image making techniques, students will be introduced to various methods of visual problem solving. The skills and ideas covered in this course are invaluable to students considering a career or study path in fine art, design, illustration, print media, motion graphics, animation or other media related arts.

- Course takes place within a Macintosh environment utilizing Adobe software.
- Students will be required to purchase art supplies and materials.
- Students may be required to print at a local service bureau.
- Prerequisite: COM 104/AAD 104 or IDE 160 or permission of instructor

### **AAD 165 Digital Prepress - 3 Credits**

Introduces the student to the essentials of digital color prepress issues. An in-depth use of digital technology in the lithographic production and printing cycle will be explored. Students will experience both the theoretical and practical challenges of new prepress tools. Topics will include color separations, digital trapping and digital halftones. Two class hours, two laboratory hours.

*Prerequisites: AAD 112, AAD 160, and AAD 260, or permission of instructor.*

### **AAD 167 (formerly COM 167) Web Design: Graphics - 3 Credits**

A Graphic Design course that provides instruction in various processes that involves the planning for, and designing of Internet-based information publishing. Introduces students to the theoretical principles of visual language and also affords the practical opportunity to apply the principles using modern Internet publishing tools. Topics include; image design and preparation, typography, viewer expectations, precedence (guiding the eye), navigation, usability and accessibility practices, and some techniques for the evaluation of web design.

- Course takes place within a Macintosh environment utilizing Adobe software.
- Students will be required to purchase art supplies and materials.
- Students may be required to print at a local service bureau.

*Prerequisite: AAD 104 and AAD 105, or permission of instructor*

### **AAD 205 Graphic Design 2 - 3 Credits**

This course explores the creative display, organization and communication of ideas and information through word and image. The design principles covered in these courses apply to all presentation media; print, computer, film/video, exhibit and environmental graphics. Course projects will require typographic skills and an ability to communicate with pictorial information. Three class hours, three studio hours.

*Prerequisite: COM 112/AAD 112*

### **AAD 220 (formerly COM 220) Professional Practices - 3 Credits**

This course will review, through practice, the application of professional trade customs associated with the visual arts. The experience is intended to give students an understanding of production procedures and business practices relevant to creative professionals. Students will learn the basics of managing creative practices such as design and/or illustrative work from initial client contact to project completion. Production issues related to the various applied arts will be studied—types of businesses, methods of finding work, examining costs, common pitfalls, writing contracts, managing design/ illustration/creative jobs, and preparing digital work for production. Working with other creative artists, and copyright law, as it applies to visual arts, will also be studied.

- Course takes place within a Macintosh environment utilizing Adobe software.
- Students will be required to purchase art supplies and materials.
- Students will be required to print at a local service bureau.

### **AAD 250 Printing Process - 4 Credits**

And advanced course focusing on the in-depth study of the theory and techniques of graphic arts skills covering pre-press, press and finishing stages. Students will extend their prior knowledge and skills while exploring the parameters of print media through the production of multi-component projects. By managing projects from concept development through press and finishing stages, students will gain experience in advanced project planning, output, and hands-on experience with offset presses. Projects may include a self-promotional booklet, as well as print projects for outside clients. Three class hours, two laboratory hours.

*Prerequisite: AAD 165*

### **AAD 256 Motion Graphics - 3 Credits**

Introduction to time based graphic design. Students will be exposed to both traditional and experimental methods of producing short motion sequences. Through a series of exercises and assignments, conceptual problem solving and the design of motion graphics will be emphasized. In addition to producing short motion sequences students will also view and discuss various commercial and independent works. Students must be able to practice good organizational and planning skills. Experience in design, photo imaging and vector graphics is a plus, but not necessary.

*Prerequisite: AAD 105 Typography or permission of instructor*

### **AAD 260 Applied Imaging, Raster Graphics - 3 Credits**

This course is designed to introduce the benefits, complexities and application of raster graphics, illustration and design within a creative explorative environment. The curriculum emphasizes both craft and visual problem solving. Emphasis is placed on the development of the student's ability to apply creative thinking and contemporary techniques in creating meaningful and effective photographic illustrations and design. Course projects will emphasize use of computers, digital cameras and scanners. Three class hours.

- Course takes place within a Macintosh environment utilizing Adobe software.
- Students will be required to purchase art supplies and materials.
- Students may be required to print at a local service bureau.

### **AAD 290 Independent Study - Variable Credit**

See Department Chairperson