

GRD - GRAPHIC DESIGN

GRD 101 3 credit hours (lecture: 2 | lab: 2)

Introduction to Visual Communication

Course covers the fundamental principles of design and how these relate to effective communication. It explores the media and tools that create imaging and how these tools are integrated into the image-making process. Topics include conceptual design, critical thinking in the creation of practical design, how design relates to industry, human perception and the visual process, and the history of visual communication, from the symbols of the cave man to modern-day advertising.

Instruction Type: In-Person | Online | Hybrid

Fee: \$75

Term Typically Offered: Fall | Spring

GRD 225 3 credit hours (lecture: 0 | lab: 6)

Introduction to Digital Content Creation and Streaming Media

Course introduces hands-on techniques used to plan and produce audio and video content for digital streaming media. Focus is on the development, artistry, and business of digital content as well as aesthetics, theory, and technique used in production. Content includes studio practice; procedures and demonstrations as related to podcast production and audiovisual content creation as well as live-streaming applications. Hands-on production experience reinforces theoretical material.

Instruction Type:

Fee: \$75

Term Typically Offered: Fall

GRD 250 3 credit hours (lecture: 0 | lab: 6)

Introduction to Video Production

Course introduces hands-on techniques used to plan and produce narrative video and related media. Content includes scriptwriting and pre-production design, production in studio environments, recording on location and using non-linear video editing systems.

IAI Major: MC 916

Instruction Type: Online

Fee: \$75

Term Typically Offered: Fall

GRD 251 3 credit hours (lecture: 3 | lab: 15)

Graphic Design Practicum

Workplace experience in the graphic design field acquired by working for a company that does graphic design. The student's job will be appropriate to his or her skills. Student meets with instructor to provide detailed reports of the work experience.

Prerequisite: Completion of 24 credits in required courses and 6 credits in specified electives in A.A.S. Graphic Design degree, all with minimum grades of C, and consent of department chair. Student must secure placement at a business approved by department chair in order to register for the course.

Instruction Type: In-Person | Online

Fee: \$75

Term Typically Offered: Fall | Spring | Summer

GRD 252 3 credit hours (lecture: 3 | lab: 15)

Animation and Multimedia Practicum

Workplace experience in the animation and multimedia field acquired by working for a company that does animation and multimedia. The student's job will be appropriate to his or her skills. Student meets with instructor to provide detailed reports of the work experience.

Prerequisite: Completion of 21 credits in required courses and 6 credits in specified electives in Animation and Multimedia certificate, all with minimum grades of C, and consent of department chair. Student must secure placement at a business approved by department chair in order to register for the course.

Instruction Type: In-Person | Online

Fee: \$75

Term Typically Offered: Fall | Spring | Summer

GRD 253

3 credit hours (lecture: 0 | lab: 15)

Web Design Practicum

Workplace experience in web design field acquired by working for a company that does web design. The student's job will be appropriate to his or her skills. Student meets with instructor to provide detailed reports of the work experience.

Prerequisite: Completion of 27 credits in required courses and 6 credits in specified electives in Web Design certificate, all with minimum grades of C, and consent of department chair. Student must secure placement at a business approved by department chair in order to register for the course.

Instruction Type: In-Person | Online

Fee: \$75

Term Typically Offered: Fall | Spring | Summer

GRD 254

3 credit hours (lecture: 0 | lab: 15)

Photography Practicum

Workplace experience in the photography field acquired by working for a company that does work in photography. The student's job will be appropriate to his or her skills. Student meets with instructor to provide detailed reports of the work experience.

Prerequisite: Completion of 24 credits in required courses and 6 credits in specified electives in Photography certificate, all with minimum grades of C, and consent of department chair. Student must secure placement at a business approved by department chair in order to register for the course.

Instruction Type: In-Person | Online

Fee: \$75

Term Typically Offered: Fall | Spring | Summer