

# GRAPHIC DESIGN (AAS)

## Associate of Applied Science

### Career-Technical Program

#### Interest Areas:

Arts, Comm. and Humanities

Business Admin. and Management

The Graphic Design program is designed to prepare students for entry-level positions in the graphic design market. The program emphasizes the basic skills, knowledge, and abilities typically encountered in the graphic design professions. Instruction includes theories and methodologies used to implement creative, technical, and esthetic solutions into print advertising, packaging, web, digital video and new media applications.

Successful completion of each semester, or permission of the instructor, is required to continue into the next semester. This is a limited enrollment Career-Technical program.

Contact the Career-Technical programs advisor for information and admissions criteria.

Current industry professionals may enroll in individual courses on a space-available basis with the permission of the instructor and Dean of Career-Technical and Workforce Education.

Program Website ([https://www.nic.edu/programs/viewprogram.aspx?program\\_id=34](https://www.nic.edu/programs/viewprogram.aspx?program_id=34))

## Program Requirements

Course	Title	Credits
<b>Semester 1</b>		
GDES-102	Survey of Graphic Design	3
GDES-130	Introduction to Apple Operating System (Mac OS)	1
GDES-131	Adobe Illustrator - Vector Graphics	3
GDES-141	Web Development Basics	3
ENGL-101	English Composition	3
GEM 3 - A.A.S. Mathematical Ways of Knowing		3-5
	Credits	16-18
<b>Semester 2</b>		
GDES-120	Typography	2
GDES-132	Adobe Photoshop - Raster Graphics	3
GDES-221	Graphic Design I	3
GDES-255	Design Concepts for the Web	3
COMM-101	Introduction to Speech Communication	3
	Credits	14
<b>Semester 3</b>		
GDES-133	Adobe Indesign - Layout and Composition	3
GDES-213	Digital Illustration	2
GDES-222	Graphic Design II	3
GDES-225	Introduction to Digital Video	3
GDES-271	Design Projects	3
COMM-233	Interpersonal Communication	3
	Credits	17
<b>Semester 4</b>		
GDES-223	Graphic Design III	3
GDES-226	Computer Animation	2
GDES-251	Prepress Production and Management	3

GDES-283	Portfolio Development	3
GDES-290	Graphic Design Internship	3
A.A.S. Institutionally Designated		3
Credits		17
Total Credits		64-66

### Course Key



GEM



WCHE



AAS

Institutionally  
Designated



Gateway



Milestone

## Program Outcomes

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

- Apply the principles of visual organization, composition, information hierarchy, symbolic representation, typography, and aesthetics to communication problems in order to create, develop and construct meaningful images.
- Use, integrate and gain fluency in the current technologies, methodologies and creative processes to develop an individual design style.
- Apply methods, technologies and creative processes to conceive, design, produce, and create visual form to successfully communicate ideas, opinions, and concepts.
- Integrate the relevance of design history, theory, and criticism from a variety of perspectives, including those of graphic design history, semantics, communication, technology, and the social and cultural use of their designs into society.
- Investigate and synthesize the needs of marketing, sales, aspects of manufacturing, and servicing in the graphic design world and reconcile these needs to those of the user in terms of satisfaction, value, and aesthetics. Develop an ability to communicate design and marketing concepts and requirements to other designers and colleagues, suppliers and manufacturers, employers, and prospective clients.
- Apply basic business practices as they relate to real world design applications, including the ability to organize design projects and work productively as an individual, and as a member or leader of a design team.
- Make informed decisions about social and environmental issues, including ethical issues, concerning current graphic design, design production, copyrights laws and distribution.

In addition to the program outcomes, students will meet the following North Idaho College General Education (GEM) Requirements: Written and Oral Communication; Mathematical Ways of Knowing; Social and Behavioral Ways of Knowing; and an additional program-designated or selected course from any of the GEM requirements.