GRAPHIC DESIGN: DIGITAL MEDIA/WEB DESIGN, AS

Program code: GRPH-AS-DMW

Location: Asnuntuck, Gateway, Housatonic, Manchester, Three Rivers, Tunxis

Program Description

The purpose of the Graphic Design Associate Degree program is:

- To provide a graphic design ***terminal or transfer*** program in the area of graphic design, digital media, computer graphics and advertising;
- to offer a degree program for those considering an entry-level position in related graphic design fields; and
- to provide greater technical knowledge and awareness of the creative visual arts to the community. The program is structured to equip students with a sound foundation in technical skills, graphic design concepts, aesthetics, terminology and vocabulary, and to provide an awareness of the application of acquired technical knowledge. Computer use will be an integral part of the program.

The Digital Media/Web Design program prepares students with a foundation of courses in art, graphic design, and digital media. This provides our students with a broad range of skills and the opportunity to explore a variety of career options. Web and Media design is in high demand as an industry and career track. This option focuses on digital media and web development to prepare students for a career in time-based media and web design.

Program Learning Outcomes

Upon successful completion of all Graphic Design degree program requirements, graduates will:

- Demonstrate an understanding and appreciation of graphic design as a form of communication and art.
- Develop an ability to use design processes and principles to create visual products that convey a specific message to a targeted audience.
- Integrate creative thinking skills and strategies and use problem-solving techniques across a wide range of media.
- Communicate an understanding of how creative processes and skills are integrated with printing and other reproduction processes found in the graphic design field.
- Demonstrate knowledge of new technologies such as computer graphics that continue to evolve into important production tools.
- Identify the varied career paths within the graphics industry including, but not limited to, art direction, illustration, project design, production art, graphic design and media direction.
- Develop a portfolio of work reflecting knowledge, techniques, and creativity gained during the student's course of study.
- Demonstrate knowledge and skill in the application of the Principles of Design, Elements of Art, Visual Literacy and as an option, gain industry experience through internship.

Digital Media/Web Design Learning Outcomes

In addition to the Graphic Design A.S. program learning outcomes students will:

1. Demonstrate proficiency in the skills that are required in today's graphic design industry.
2. Attain an expanded awareness and a critical understanding of graphic design products.
3. Demonstrate proficiency with graphic design and digital media software that are industry standards. Become proficient in principles of Interaction Design and user experience processes as they relate to front- end web design and interactive graphics.

The Graphic Design A.S. transfers to 4-year State Universities and private 4-year Art Schools in-state such as the Hartford Art School, and out of state, Mass College of Art, Springfield College, SCAD. Students may enroll in art and graphic design courses full- or part-time. There are no requirements or prerequisites (other than individual course prerequisites) for students wishing to take courses part-time or as electives for other programs. Graphic design/fine arts faculty members are available for consultation with students who wish to enroll in the program and, thereafter, for course selection and transfer information.

Degree Requirements

Code	Title	Credits
Graphic Design General Education Core		
ENG 1010	Composition	3
MATH 1000 or higher [1]		3-4
Choose one of the following Arts & Humanities Electives:		3
ARTH 1012	History of Graphic Design (preferred)	
ARTH 1001	Global Art History Prehistory to 1500 CE	
ARTH 1002	Global Art History 1500 CE to present	
ARTH 1003	Global Modern Art History 1850 to Present	
ART 1060	Film Study and Appreciation	
Elective SCRX - Scientific Reasoning Course or Elective SCKX - Scientific Knowledge Course		3-4
Elective SBSX - Social / Behavioral Science Course or Elective HISX - Historical Knowledge Course		3
Elective ORAX - Oral Communication Course or Elective WRIX - Written Communication II Course		3
CCS 1001	College and Career Success	3
Graphic Design Program Core		
GRA 1101	Introduction to Computer Graphics	3
GRA 1501	Graphic Design I	3
ART 1110	Drawing I	3
ART 1210	Two-Dimensional Design	3
GRA 2001	Typography	3
GRA 2502	Graphic Design II	3
GRA 2101	Advanced Computer Graphics	3
ART 1450	Digital Photography I	3
Choose one of the following:		3

ART 2094	Cooperative Education	
GRA 2095	Graphic Design Internship	
GRA 2090	Graphic Design Capstone	
2000-level elective studio course (see list below)		
GRA 2890	Portfolio Preparation (must be taken as a 3-credit course in this slot)	
GRA 2098	Special Topics in Graphic Design	
Directed ART/GRA Elective		3
Digital Media/Web Design Electives		
Choose three of the following:		9
ART 1810	Digital Video Art I	
ART 1880	Animation Fundamentals	
ART 1450	Digital Photography I	
ART 2090	Portfolio Preparation I (must be taken as a 3-credit course to fulfill 2000-level requirement)	
or GRA 2098	Special Topics in Graphic Design	
COMM 1604	Video Filmmaking	
CSC 1271	Web Development and Design I	
GRA 2207	Interactive Media	
GRA 2300	Digital Imaging I	
GRA 2301	Digital Imaging II	
GRA 2401	Digital Page Design	
GRA 2503	Graphic Design III	
GRA 2507	Motion Graphics & Effects	
GRA 2508	User Experience Design	
GRA 2600	Web Design (preferred on this track)	
GRA 2601	Web Design II	
GRA 2705	3D Computer Modeling	
GRA 2090	Graphic Design Capstone	
Total Credits		**60-62**

[1] MATH 1100 Quantitative Reasoning Recommended

Students may earn only one Associate degree in this discipline.

- Graphic Design, AS
- Graphic Design: Design & Illustration, AS
- Graphic Design: Design Studies, AAS
- Graphic Design: Web Design Certificate