

COURSES

PDF GRAPHIC COMMUNICATIONS

GRC116 Introduction to Digital Art and Design 3 Credits

Prerequisites: Basic Computer Skills Introduces students to the Adobe Creative Cloud Software (Illustrator, InDesign, Photoshop and Acrobat). Students will explore design ideation, process, and effective design thinking and analysis as it relates to Graphic Design. Presents projects and design exercises that will increase student's technical fluency in industry-standards for Graphic Design software applications.

GRC175 Web Design I 3 Credits

Prerequisites: Basic computer skills. Recommended: GRC 103 and GRC 183. Introduction to authoring for the World Wide Web using industry standard software applications. Topics covered include planning, designing and building a Web site, aesthetics, creating and optimizing computer graphics for Web, information architecture, navigation and interactivity, Web publishing, Web hosting and site management. Knowledge of the following basic computer skills required: saving, opening, and printing documents, opening and closing applications, creating and managing folders and subfolders, viewing the contents of disk drives and external storage devices, managing desktop items.

GRC200 Design Thinking and Methodologies 3 Credits

Prerequisites: GRC 116. Builds upon the skills and processes learned in GRC 116. Further investigation and advanced techniques of Adobe Creative Cloud Software (Illustrator, InDesign, Photoshop and Acrobat). Course broadens techniques for design ideation, process, and effective design thinking and analysis. Class will present projects and design exercises that will increase student's technical fluency in industry-standards for Graphic Design software applications. Designed to increase conceptual

id

o
st

and s

ed o