GRAPHIC DESIGN (GPHD)

GPHD 5. Introduction to Graphic Design. 3 Units
General Education Area/Graduation Requirement: Arts (Area C1)
Term Typically Offered: Fall only

Introduction to the field of Graphic Design. Subjects include career possibilities, current trends, issues and practices in the industry. The basic theory, techniques and practices involved in solving a visual communication problem will also be introduced.

GPHD 10. Introduction to Digital Design. 3 Units
Term Typically Offered: Spring only

Designed to familiarize students with basic understanding of the digital hardware, software, and vocabulary utilized by visual artists from a variety of disciplines. Discussions and activities will cover both creative and efficient application of digital tools and techniques. Students will complete assignments utilizing a variety of applications which may include page layout, illustration, digital image processing, and 3-D rendering software.

GPHD 20. History Of Graphic Design. 3 Units
General Education Area/Graduation Requirement: Arts (Area C1)
Term Typically Offered: Fall, Spring

Overview of the history of graphic design. Emphasis on symbol, type, and image development, from early pictographs to modern communication design.

GPHD 25. Visual Basics. 3 Units
Prerequisite(s): ART 20A or Pre - Interior Design Major.
Term Typically Offered: Fall, Spring

Provides a basic understanding of how visual structures are created and interpreted. Students study the main components of visual structures, become familiar with basic laws of color, and learn the basics of the gestalt principles of visual organization.

GPHD 30. Visual Basics II. 5 Units
Prerequisite(s): GPHD 25
Term Typically Offered: Fall, Spring

Introduction to the tools, materials and methodologies of the creative process in graphic design. Students study the main components of visual structures, become familiar with basic laws of color, and learn the basic principles of visual organization. The skill of rapid prototyping, through the processes of idea development, thumbnailing, sketching, and mockup, will be covered. Basic concepts in visual systems and graphic message making will be introduced. A special emphasis will be placed on craftsmanship in this course.

GPHD 120. Typography I. 5 Units
Prerequisite(s): DSGN 4, INTD 20, INTD 25, PHOT 20, PHOT 11, GPHD 5, GPHD 20, GPHD 25, GPHD 30, and acceptance into the major via supplemental application.
Corequisite(s): GPHD 125 Fee course.
Term Typically Offered: Fall, Spring

Explores the history and perceptual development of typography and its application in design solutions. Theoretical constructs of typography as they relate to legibility, clarity, composition and output will be addressed. Techniques using compositional layout applications will be covered with an emphasis in typographic accuracy and efficiency as well as preparation of digital files for proper output in a variety of digital and analog formats.
Fee course.

GPHD 122. Design Production and Management. 3 Units
Prerequisite(s): GPHD 5 or GPHD 20, and ART 20A, PHOT 40, GPHD 10, GPHD 20, GPHD 25, GPHD 30, and be a declared GPHD major.
Corequisite(s): GPHD 120, GPHD 125.
Term Typically Offered: Fall only

Introduction to project management techniques specific to the creative business and technical processes for graphic design. Orchestration of image editing, vector and compositing software will be covered with an emphasis in accuracy and efficiency. Various codes and regulations related to graphic design will be reviewed.

GPHD 125. Graphic Design Systems I. 5 Units
Prerequisite(s): DSGN 4, GPHD 5, GPHD 20, GPHD 25, GPHD 30, INTD 20, INTD 25, PHOT 11, PHOT 20, and acceptance into the major via supplemental application.
Corequisite(s): GPHD 120 Fee course.
Term Typically Offered: Fall, Spring

Introduction to the language and perception of design as it is applied to systems. Complex visual structures are created, used in composition and interpreted. Techniques on ideation, design thinking, storyboarding and presentation are covered. Color theory as an integral component of message is addressed. Introduction to project management techniques specific to the creative business and technical processes for graphic design.
Fee course.

GPHD 130. Typography II. 5 Units
Prerequisite(s): GPHD 120, GPHD 125.
Corequisite(s): GPHD 135. Fee course.
Term Typically Offered: Fall, Spring

Advanced typography and its relationship with message. Application of typographic principles to a diverse series of graphic design problems utilizing type and image. Techniques in using a range of digital tools to execute solutions are reviewed.
Fee course.

GPHD 135. User Interface Design. 5 Units
Prerequisite(s): GPHD 120, GPHD 125
Corequisite(s): GPHD 130
Term Typically Offered: Spring only

Emphasis is on design of a user-centered experience in an interactive environment. Enables the students to understand the characteristics of relevant technology and select appropriate forms and functions to create specific experience for users. Introduction to formative research techniques to establish context and audience and summative research techniques to determine success of screen based design solutions.

GPHD 140. User Experience Design. 5 Units
Prerequisite(s): GPHD 130, GPHD 135
Corequisite(s): GPHD 145
Term Typically Offered: Fall, Spring

Emphasis on the development of conceptual themes, formal exploration, and user-centered interaction in time-based design. Enables the students to create vital experiences using text, sound, image, motion, and interactivity. The ability to compile, use, and defend relevant formative and summative research in creation of an appropriate design solution will be covered.

GPHD 142. Advanced Graphic Design I. 3 Units
Prerequisite(s): GPHD 130, GPHD 135.
Corequisite(s): GPHD 140, GPHD 145.
Term Typically Offered: Fall, Spring

Builds on established research, process and project management techniques and provides students with the opportunity to focus on a practical investigation in design. Theoretical, professional, and historical issues facing the design profession will be reviewed. Development of both visual and written research material will culminate in an oral presentation and then be applied to an appropriate project.

GPHD 145. Typography II. 5 Units
Prerequisite(s): GPHD 130, GPHD 135.
Corequisite(s): GPHD 140 Fee course.
Term Typically Offered: Fall, Spring

Builds on established research, process, and project management techniques and provides students with the opportunity to focus on a practical investigation in design. Development of both visual and written research material will culminate in an oral presentation and then be applied to an appropriate project. Semiotics as applied to advanced design problems will be discussed. Image making will be stressed in this course as students experiment with techniques and media including, but not limited to, photography and illustration.
Fee course.

GPHD 150. Professional Practice. 5 Units
Prerequisite(s): GPHD 140. GPHD 145.
Corequisite(s): GPHD 155.
Term Typically Offered: Fall, Spring

Introduction to the concepts and tools used to present credentials for entry into practice or advanced study. Development of the graphic design portfolio and communications package. Discussions will cover such topics as networking, interview tips, employment issues, and presentation skills. Projects refine the student's individual design process and advance their understanding of professional practice. Professional, business, and ethical issues facing the design profession will be reviewed. Development of visual presentations, written material, and oral presentations will be required.

GPHD 152. Advanced Graphic Design II. 3 Units
Prerequisite(s): GPHD 140, GPHD 142, GPHD 145.
Corequisite(s): GPHD 150, GPHD 155.
Term Typically Offered: Fall, Spring

Advanced course in graphic design that requires students to provide solutions to real world design problems. Helps refine the students individual design process and advance their understanding of professional practice. Professional, business, and ethical issues facing the design profession will be reviewed. Development of both visual and written material will be required in a group environment as well as oral and visual presentations of this material.

GPHD 155. Graphic Design Systems II. 5 Units
Prerequisite(s): GPHD 140, GPHD 145.
Corequisite(s): GPHD 150 Fee course.
Term Typically Offered: Fall, Spring

Advanced study of visual systems as applied to branding and way finding. Construction of visual systems for an expansive multi-dimensional design solutions will be covered. Introduction to methods, techniques, and approaches of emotion-driven brand development. Application of syntactic, semantic, and pragmatic aspects of pictorial design systems to wayfinding system development. Exploration of the interplay between environmental conditions and human culture impact decisions in wayfinding system development.
Fee course.

GPHD 195. Fieldwork in Graphic Design. 3 Units
Prerequisite(s): Upper division status; GPA of 2.5 or above; GPHD 130, GPHD 135; instructor permission.
Term Typically Offered: Fall, Spring

Directed observation and supervised work experience in an approved business, government, or service agency. Internships are offered to increase student understanding of the nature and scope of agency operations and giving students orientation in occupational specialties. Supervision is provided by authorized persons in the cooperating agencies and collaborative supervision is provided by the Graphic Design faculty. Minimum of three hours per week per unit of credit is required. Each student maintains a record of activities and assignments and prepares periodic reports.
Note: Students must make arrangements with a faculty member for a work program prior to admittance. No more than 6 units of GPHD 195 may be counted toward the major.

Credit/No Credit

GPHD 196. Introduction to Human Centered Design. 3 Units
Term Typically Offered: Summer only

Introduction to the planning, development, and implementation of innovative tools and services informed by the human perspective. Emphasis on design thinking frameworks and tools used to develop solutions by including participatory action research. Techniques on empathizing with users, defining problems, ideating and prototyping solutions, testing, and iterating are covered. Importance of product accessibility and usability is addressed.

GPHD 196B. Techniques in Visual Production and Translation. 3 Units
Prerequisite(s): GPHD 125
Term Typically Offered: Fall, Spring, Summer

Teaches students analog and digital techniques and tools to enable them to apply existing drawing skills to create professional quality visuals and graphics. Students will learn how to create and convert analog visuals (drawings, paintings, etc.) to digital mediums, while exploring ways for applying traditional techniques to new digital interfaces (styluses, tablets, etc.). Class outcomes will enable them to apply a full range of graphic techniques to their existing work as designers.

GPHD 196C. Advanced Graphic Systems Desig. 3 Units
Prerequisite(s): GPHD 125
Term Typically Offered: Fall, Spring

This course teaches students to analyze, critique, and create complex visual systems. Each semester the class will design a pair of complex visual systems and analyze the relationship between the characteristics of their constituent parts. Possible subjects for the course include, but are not limited to the design of: typefaces, books, and playing cards. Class outcomes will include a greater understanding and visual sensitivity to the properties that influence the creation of graphic systems.

GPHD 199. Special Problems. 1 - 3 Units
Term Typically Offered: Fall, Spring

Individual projects or directed projects open to students who wish to attempt independent work.
Note: Faculty approval is required. No more than 6 units of GPHD 199 may be counted toward a Graphic Design degree.

Credit/No Credit