

Graphic Design (GRD)

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Students in the Graphic Design program begin their studies with emphasis on two-dimensional art and design, both traditional and computer-based, using industry-standard software products. After successful completion of a required portfolio review process, students focus on advanced skills such as brand design and implementation, and motion design.

Currently many courses required for the degree are scheduled between 8 a.m. and 5 p.m., Monday through Friday. Some of the required courses also are offered in the evening or on weekends.

Graduates earn an Associate of Applied Science degree. Job titles for graduates include graphic designer, motion designer, production artist, or web graphics/interface designer.

For more information, please contact the Center for Innovative Technologies at (513) 569-1743.

To apply for this program at Cincinnati State, visit the Admissions (<http://www.cincinnati.edu/academics/admission>) section of the College website.

Graphic Design (GRD)

Semester 1		Lec	Lab	Credits
ENG 101	English Composition 1 (G)	3	0	3
MID 120	Drawing Fundamentals for Multimedia Information Design (B)	2	3	3
FYE 1XX	First Year Experience Elective (B)	1	0	1
ART 125	Design Principles	2	3	3
MKT 115	Marketing Research for Multimedia Professionals	3	0	3
Semester 2				
MAT 120	Technical Mathematics (G)	2	2	3
GRD 120	Beginning 2D Graphics: Bitmap (B)	2	3	3
GRD 130	Beginning 2D Graphics: Vector (T)	2	3	3
WEB 111	Web Development 1 (B)	2	3	3
ART 120	Design History (G)	3	0	3
Semester 3				
GRD 150	Design Concepts: Typography (T)	2	3	3
GRD 200	Graphic Design Portfolio Review (T)	1	0	1
GRD 215	Applied 2D Graphics: GRD (T)	2	3	3
MID 190	Career Preparation: Multimedia Information Design (B)	2	0	2
GRD 250	User Interface Design and Implementation	2	3	3
Semester 4				

ENG 10X	English Composition Elective (G)	3	0	3
XXX XXX	Animation Elective (T)	2	3	3
XXX XXX	Social/Behavioral Science Elective (G)	3	0	3
GRD 240	Packaging Design	2	3	3
Semester 5				
GIT 255	Graphic Imaging Production Processes (T)	2	3	3
GRD 290	Graphic Design Capstone (T)	2	3	3
GRD 230	Brand Identity Development	2	3	3
Semester 6				
GRD 294	Internship 1: Graphic Design (T)	1	40	2
Total Credits:		48	81	63

Electives

First Year Experience Elective

FYE 100	College Survival Skills	1
FYE 105	College Success Strategies	2
FYE 110	Community College Experience	3

English Composition Elective

ENG 102	English Composition 2: Contemporary Issues	3
ENG 103	English Composition 2: Writing about Literature	3
ENG 104	English Composition 2: Technical Communication	3
ENG 105	English Composition 2: Business Communication	3

Animation Elective

AVP 240	Motion Graphics/Compositing: After Effects	3
GRD 260	3D Visualization	5

Social/Behavioral Science Elective

Any CRJ, ECO, GEO, HST, LBR, POL, PSY, SOC	3
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The letters G, B, and T (displayed after course titles or elective descriptions) identify types of courses required by the Ohio Department of Higher Education as part of an associate's degree curriculum.

G = General Education course in this curriculum

B = Basic Skills course in this curriculum

T = Technical course in this curriculum

Graphic Design (GRD)

- Demonstrate understanding of fundamental design principles.
- Demonstrate competency in working with, creating, and navigating brand standards (designing under existing restrictions, as well as creating guidelines for future designers).

- Demonstrate proficiency with typography and typographic principles, in small amounts (posters, infographics, etc.) and large scale applications (200+ words, body copy, etc.).
- Demonstrate ability to think and speak critically about design and typographic language, including their own work and the work of others.
- Demonstrate proficiency in using Adobe Creative Suite.
- Demonstrate proficiency in design for packaging applications.
- Demonstrate knowledge and application of user interface/user experience design for web and mobile applications.
- Demonstrate proficiency in motion graphics and basic principles of animation.
- Demonstrate ability to ideate and visually represent creative ideas through use of hand-drawn sketches.

Faculty

Program Chair/Advisor

Professor Jason Caudill, MS
jason.caudill@cincinnati.state.edu

Co-op Coordinator

Professor Andrea (Andi) Feld, BA
andrea.feld@cincinnati.state.edu

GRD Courses

GRD 110 Beginning 2D Graphics

3 Credits. 2 Lecture Hours. 3 Lab Hours.

An introduction to concepts and techniques for digital design. Topics include: vector-based and raster-based graphics, emphasizing color and composition.

Prerequisites: MID 110 and ART 125 (minimum grade C for both)

GRD 120 Beginning 2D Graphics: Bitmap

3 Credits. 2 Lecture Hours. 3 Lab Hours.

An introduction to pixel-based design for multimedia applications. Topics include: principles for creating and manipulating images using Adobe Photoshop, understanding the benefits and limitations of raster-based design tools, and techniques for photo restoration and manipulation.

Prerequisites: ART 125 (minimum grade C)

GRD 130 Beginning 2D Graphics: Vector

3 Credits. 2 Lecture Hours. 3 Lab Hours.

An introduction to vector design for multimedia, emphasizing color and composition, and techniques for stylized and photorealistic illustration. Topics include: principles for creating images with Adobe Illustrator, identity design, layout, and line weight and quality.

Prerequisites: ART 125 (minimum grade C)

GRD 150 Design Concepts: Typography

3 Credits. 2 Lecture Hours. 3 Lab Hours.

A course on the use of typography as a design element in short-form and long-form applications. Topics include: typography as image, and anatomy of type.

Prerequisites: GRD 110, ENG 101 or ENG REQC (minimum grade C for both)

GRD 191 Part-Time Cooperative Education 1: Graphic Design

1 Credit. 1 Lecture Hour. 20 Lab Hours.

Students seeking an associate's degree participate in their first part-time field learning experience related to their degree. Students are expected to register for academic courses during the same semester. Students must follow cooperative education policies and procedures to earn credit. Grades issued are Satisfactory or Unsatisfactory.

Prerequisites: None

GRD 192 Part-Time Cooperative Education 2: Graphic Design

1 Credit. 1 Lecture Hour. 20 Lab Hours.

Students seeking an associate's degree participate in their second part-time field learning experience related to their degree. Students are expected to register for academic courses during the same semester. Students must follow cooperative education policies and procedures to earn credit. Grades issued are Satisfactory or Unsatisfactory.

Prerequisites: GRD 191

GRD 193 Part-Time Cooperative Education 3: Graphic Design

1 Credit. 1 Lecture Hour. 20 Lab Hours.

Students seeking an associate's degree participate in their third part-time field learning experience related to their degree. Students are expected to register for academic courses during the same semester. Students must follow cooperative education policies and procedures to earn credit. Grades issued are Satisfactory or Unsatisfactory.

Prerequisites: GRD 192

GRD 194 Part-Time Cooperative Education 4: Graphic Design

1 Credit. 1 Lecture Hour. 20 Lab Hours.

Students seeking an associate's degree participate in their fourth part-time field learning experience related to their degree. Students are expected to register for academic courses during the same semester. Students must follow cooperative education policies and procedures to earn credit. Grades issued are Satisfactory or Unsatisfactory.

Prerequisites: GRD 193

GRD 195 Part-Time Cooperative Education 5: Graphic Design

1 Credit. 1 Lecture Hour. 20 Lab Hours.

Students seeking an associate's degree participate in their fifth part-time field learning experience related to their degree. Students are expected to register for academic courses during the same semester. Students must follow cooperative education policies and procedures to earn credit. Grades issued are Satisfactory or Unsatisfactory.

Prerequisites: GRD 194

GRD 196 Part-Time Cooperative Education 6: Graphic Design

1 Credit. 1 Lecture Hour. 20 Lab Hours.

Students seeking an associate's degree participate in their sixth part-time field learning experience related to their degree. Students are expected to register for academic courses during the same semester. Students must follow cooperative education policies and procedures to earn credit. Grades issued are Satisfactory or Unsatisfactory.

Prerequisites: GRD 195

GRD 198 First Year Special Topics in Graphic Design

1-9 Credits. 0 Lecture Hour. 0 Lab Hour.

A course on selected topics related to Graphic Design, which gives students opportunities to study information not currently covered in other courses. Grades issued are A, B, C, D, or F.

Prerequisites: Instructor Approval

GRD 199 First Year Independent Project in Graphic Design**1-9 Credits. 0 Lecture Hour. 0 Lab Hour.**

A project related to Graphic Design that is completed by one or more students to meet specific educational goals. Projects must have prior approval and supervision by Graphic Design faculty. Grades issued are Satisfactory or Unsatisfactory.

Prerequisites: Instructor Approval

GRD 200 Graphic Design Portfolio Review**1 Credit. 1 Lecture Hour. 0 Lab Hour.**

An assessment of skills required to enter upper-level courses in the Graphic Design program, including a technical skills exam and presenting a portfolio to a panel of evaluators. Students receive grades of Satisfactory or Unsatisfactory, and must pass the course to be eligible for cooperative education assignments. Those who do not pass may make one additional attempt.

Prerequisites: Graphic Design Program Chair consent

Instructor Consent Required

GRD 210 Applied 2D Graphics: Audio/Video Production**3 Credits. 2 Lecture Hours. 3 Lab Hours.**

A continuation of GRD 110, focusing on creating 2D graphics for use in on-screen video applications.

Prerequisites: GRD 110 (minimum grade C)

GRD 215 Applied 2D Graphics: GRD**3 Credits. 2 Lecture Hours. 3 Lab Hours.**

A continuation of GRD 110, focusing on creating 2D graphics for print and graphic design applications.

Prerequisites: GRD 110 (minimum grade C)

GRD 220 Applied 2D Graphics: Web Design**3 Credits. 2 Lecture Hours. 3 Lab Hours.**

A course on applications of 2D graphics techniques for raster-based and vector-based software, focusing on creating 2D graphics for Web and multimedia applications.

Prerequisites: GRD 120 and GRD 130 and WEB 111 (minimum grade C for all)

GRD 230 Brand Identity Development**3 Credits. 2 Lecture Hours. 3 Lab Hours.**

A course on the development of strong brand identity concepts and materials for products and organizations. Topics include: analyzing existing brands, creating new brand identities, and developing brand standards manuals.

Prerequisites: GRD 200

GRD 240 Packaging Design**3 Credits. 2 Lecture Hours. 3 Lab Hours.**

A course on 2D design for product packaging. Topics include: analyzing audiences, creating basic die lines, and ensuring design continuity from surface to surface.

Prerequisites: GRD 200, GRD 215

GRD 250 User Interface Design and Implementation**3 Credits. 2 Lecture Hours. 3 Lab Hours.**

A course on designing and implementing the interface for web and mobile products, using Adobe Muse and WordPress software.

Prerequisites: GRD 110 and WEB 111

GRD 260 3D Visualization**5 Credits. 3 Lecture Hours. 4 Lab Hours.**

An introduction to 3D concepts and skills using Maya software. Topics include: polygon, NURBS, and subdivision surface modeling; texturing; animation; lighting; rendering; interaction of soft and rigid body solvers; dynamics; and manipulation of 3D attributes using nodes and connections.

Prerequisites: GRD 200

GRD 285 Graphic Design Independent Final Project**3 Credits. 2 Lecture Hours. 3 Lab Hours.**

Qualified students work individually or with an approved team from concept to completion on a graphic design project, and present the results to reviewers. Topic and outline must be presented to a jury of instructors, and approved prior to course registration. Students who do not successfully complete the course may make one additional attempt.

Prerequisites: Graphic Design Program Chair consent, and minimum 3.0 GPA

Instructor Consent Required

GRD 290 Graphic Design Capstone**3 Credits. 2 Lecture Hours. 3 Lab Hours.**

Qualified students work in structured teams to develop graphic design deliverables for an external client, and present the results to reviewers. Activities include audience, client, and market analysis; and all phases of production of materials. Students who do not successfully complete the course may make one additional attempt.

Prerequisites: Graphic Design Program Chair consent, and minimum 2.5 GPA

Instructor Consent Required

GRD 291 Full-Time Cooperative Education 1: Graphic Design**2 Credits. 1 Lecture Hour. 40 Lab Hours.**

Students seeking an associate's degree participate in their first full-time field learning experience related to their degree. Students must follow cooperative education policies and procedures to earn credit. Grades issued are Satisfactory or Unsatisfactory.

Prerequisites: None

GRD 292 Full-Time Cooperative Education 2: Graphic Design**2 Credits. 1 Lecture Hour. 40 Lab Hours.**

Students seeking an associate's degree participate in their second full-time field learning experience related to their degree. Students must follow cooperative education policies and procedures to earn credit. Grades issued are Satisfactory or Unsatisfactory.

Prerequisites: GRD 291

GRD 293 Full-Time Cooperative Education 3: Graphic Design**2 Credits. 1 Lecture Hour. 40 Lab Hours.**

Students seeking an associate's degree participate in their third full-time field learning experience related to their degree. Students must follow cooperative education policies and procedures to earn credit. Grades issued are Satisfactory or Unsatisfactory.

Prerequisites: GRD 292

GRD 294 Internship 1: Graphic Design**2 Credits. 1 Lecture Hour. 40 Lab Hours.**

Students seeking an associate's degree participate in their first unpaid field learning experience related to their degree. Students must follow applicable policies and procedures to earn credit. Grades issued are Satisfactory or Unsatisfactory.

Prerequisites: MID 190, GRD 200

GRD 295 Internship 2: Graphic Design
2 Credits. 1 Lecture Hour. 40 Lab Hours.

Students seeking an associate's degree participate in their second unpaid field learning experience related to their degree. Students must follow applicable policies and procedures to earn credit. Grades issued are Satisfactory or Unsatisfactory.

Prerequisites: GRD 294

GRD 298 Second Year Special Topics in Graphic Design
1-9 Credits. 0 Lecture Hour. 0 Lab Hour.

A course on selected topics related to Graphic Design, which gives students opportunities to study information not currently covered in other courses. Grades issued are A, B, C, D, or F.

Prerequisites: Instructor Approval

GRD 299 Second Year Independent Project in Graphic Design
1-9 Credits. 0 Lecture Hour. 0 Lab Hour.

A project related to Graphic Design that is completed by one or more students to meet specific educational goals. Projects must have prior approval and supervision by Graphic Design faculty. Grades issued are Satisfactory or Unsatisfactory.

Prerequisites: Instructor Approval

MID Courses

MID 100 Multimedia Information Design Career Exploration Seminar

1 Credit. 0 Lecture Hour. 2 Lab Hours.

A course on using research and personal reflection to develop a strong foundation for selecting an academic program/major and planning a career related to Multimedia Information Design. Topics include: analyzing interests, abilities, and values; reviewing academic and personal requirements for related programs/majors; and examining career outcomes including salary, job availability, advancement opportunities, and other factors.

Prerequisites: None

MID 110 Digital Media Concepts

3 Credits. 2 Lecture Hours. 2 Lab Hours.

An introduction to operating systems, software, hardware, and peripheral equipment used to create, revise, and produce content for multimedia products.

Prerequisites: AFL 085 or appropriate placement test score

MID 120 Drawing Fundamentals for Multimedia Information Design

3 Credits. 2 Lecture Hours. 3 Lab Hours.

A course on fundamental drawing techniques used in multimedia fields. Topics include: sketching, 3-D drawing, conceptual drawing, and architectural drawing.

Prerequisites: None

MID 125 Storyboarding

2 Credits. 1 Lecture Hour. 2 Lab Hours.

A course on fundamentals of storyboarding for video, animation, multimedia, and web. Topics include: traditional drawing and digital illustration, image acquisition and composition, shot framing and description, and industry standards for labeling.

Prerequisites: None

MID 190 Career Preparation: Multimedia Information Design
2 Credits. 2 Lecture Hours. 0 Lab Hour.

A course on career planning for students seeking employment in Multimedia Information Design fields. Topics include: self-assessment, career research, resume development, interview skills and job hunting strategies, and cooperative education policies and procedures.

Prerequisites: ART 125 or AVP 100 (minimum grade C for both)