

# 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.

Students entering the Graphic Design program are expected to own a laptop computer and a subscription to cloud-based software used in classes. Additional information is available on the Graphic Design page of the College website or from the program chair.

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 Engineering and Information Technologies Division 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
ART 125	Design Principles ( B )	2	3	3
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
MKT 115	Marketing Research for Multimedia Professionals ( B )	3	0	3
Semester 2				
ART 120	Design History ( G )	3	0	3
GRD 120	Beginning 2D Graphics: Bitmap ( B )	2	3	3
GRD 130	Beginning 2D Graphics: Vector ( T )	2	3	3
MAT 105	Quantitative Reasoning ( G )	2	2	3
WEB 111	Web Development 1 ( B )	2	3	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

GRD 250	User Interface Design and Implementation ( T )	2	3	3
MID 190	Career Preparation: Multimedia Information Design ( B )	2	0	2
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 ( T )	2	3	3
Semester 5				
GRD 230	Brand Identity Development ( T )	2	3	3
GIT 255	Graphic Imaging Production Processes ( T )	2	3	3
GRD 290	Graphic Design Capstone ( T )	2	3	3
Semester 6				
GRD 294	Internship 1: Graphic Design ( T )	1	40	2
<b>Total Credits:</b>		<b>48</b>	<b>81</b>	<b>63</b>

## Electives

### First Year Experience Elective

FYE 100	College Success Strategies: Overview	1
FYE 105	College Success Strategies: Overview and Application	2
FYE 110	College Success Strategies: Practice and Application	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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Some courses are offered in alternative versions identified with a letter after the course number-- for example, ENG 101 and ENG 101A.

- This curriculum displays only course numbers without the added letter.
- The alternative version, when available, meets the requirements of the course version without the added letter.

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)

- Students will have a strong working knowledge of fundamental design principles.
- Students must be able to successfully navigate brand standards (designing under existing restrictions, as well as creating guidelines for future designers).
- Students must have a strong grasp of typography and typographic principles, in both small amounts (posters, infographics, etc.) and large-scale applications (200+ words, body copy, etc.).
- Students must be able to think and speak critically about their own work and the work of others.
- Students must show proficiency in using industry-standard software, especially the Adobe Creative Suite.
- Students must show proficiency in the area of packaging design.
- Students must exhibit practical knowledge and understanding of digital design

## Faculty

### Program Chair/Advisor

Joel Kneeven, MA  
joel.kneeven@cincinnatiastate.edu

Kathleen (Kathy) Freed, BA  
kathleen.freed@cincinnatiastate.edu

### Co-op Coordinator

To be determined

## Engineering and Information Technologies Division Advising

(513) 569-1743

## GRD Courses

### 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 120 and GRD 130 and ENG 101 (minimum grade C for all)

### 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 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 120 and GRD 130, focusing on creating 2D graphics for use in on-screen video applications.

Prerequisites: GRD 120 and GRD 130 (minimum grade C for both)

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

A continuation of GRD 120 and GRD 130, focusing on applied design, increased efficiency, and the interoperability of vector and raster graphics for primarily print-based graphic design.

Prerequisites: GRD 120 and GRD 130 (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

## **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 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)