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 (https://www.cincinnatistate.edu/academics/degree-certificate/graphic-design-grd/) 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.cincinnatistate.edu/academics/admission/) section of the College website.

Graphic Design (GRD)

Semester 1		Lec	Lab	Credits
ART 125	**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	**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	**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
Total Credits:		**48**	**81**	**63**

Electives

First Year Experience Elective

FYE 100	Essentials for College Success	1
FYE 105	Skills for Academic and Personal Success	2
FYE 110	Intensive College Success Strategies	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

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 pro#ciency in the area of packaging design.
- Students must exhibit practical knowledge and understanding of digital design.

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; solving visual design and production problems; and techniques for selections, layers, color correction, masks, and image adjustments.
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 applications. Topics include: principles for creating images with Adobe Illustrator such as icons, logos, brand identity elements, stylized illustrations, and original print and digital artwork.
Prerequisites: ART 125 (minimum grade C)

GRD 150 Design Concepts: Typography
3 Credits. 2 Lecture Hours. 3 Lab Hours.
A portfolio-building course with a focus on understanding and applying typography. Topics include: anatomy and structure of type, type terminology and applications, experimenting with typographic form on a compositional level, and exploring the use and function of typography in design and layout.
Prerequisites: GRD 120 and GRD 130 and ART 120 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 portfolio-building course with a focus on design conceptualization. Topics include: establishing a design process; and creating design works related to logo/identity, illustration, informational graphics, and page layout.
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 design for product packaging and 3D structures. Topics include: understanding the function of packaging; analyzing audiences; and developing effective packaging including design, type, and graphic elements.
Prerequisites: GRD 200 and GRD 215

GRD 250 User Interface Design and Implementation
3 Credits. 2 Lecture Hours. 3 Lab Hours.
A course on researching, designing, and prototyping an interface for web and mobile products. Topics include: using industry-standard software, tools, and techniques for the UI/UX process; developing project briefs and user personas; creating sitemaps and user flows; conducting card sorting and user testing activities; understanding usability and accessibility constraints and considerations; and effectively conveying concepts through professional presentations.
Prerequisites: GRD 120 and GRD 130 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 approaches using various media and techniques. Topics include: developing observational skills; study of perspective; and describing objects in terms of line, value, shape, lighting, and texture.
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)