VISUAL COMMUNICATION AND DESIGN (GRAPHIC DESIGN) (VCGD)

VCGD-1500 Advertising and Design
3 Credits

Fundamentals of advertising and design for print and other media. Examines design process and appropriate use of research. Examines and evaluates layout and delivery mode, evolution of presentation, and critical analysis of designer/client relations. Includes material usage, technical and hand skill development, and application of presentation techniques to real-world problem solving.
Lecture: 2 hours. Laboratory: 3 hours
Prerequisite(s): VCPH-1450 Digital Imaging, or concurrent enrollment; and VC-1431 Vector Graphics, or concurrent enrollment.

VCGD-2232 Typography II
3 Credits

Advanced typography including compilation and production of information for use by an intended audience. Exploration of practical and production consideration with emphasis on various multiple page publication formats: book, brochure, magazine, journal, newsletter, newspaper, and e-book/e-pub.
Lecture: 2 hours. Laboratory: 3 hours
Prerequisite(s): VC-1201 Typography I

VCGD-2331 Brand Identity Design
3 Credits

Covers comprehensive corporate graphics emphasizing design process in creating corporate and brand identity. Visual and non-visual aspects of corporate graphics and their application are examined.
Lecture: 2 hours. Laboratory: 3 hours
Prerequisite(s): VCGD-1500 Advertising and Design

VCGD-2400 Information Graphic Design
3 Credits

Information graphic design including research, planning and data visualization. Emphasis on visual hierarchy, grid usage, photos and graphics to effectively communicate information. Exploration of practical and production considerations involved in information graphic design. Considerations for mode of delivery from print, digital, interactive and outdoor way finding applications.
Lecture: 2 hours. Laboratory: 3 hours
Prerequisite(s): VC&D-2301 Graphic Design and Illustration, or concurrent enrollment.

VCGD-2431 Package Design
3 Credits

Comprehensive package design course from initial concept to presentation of package mock-ups. Conceptual thinking and problem solving using typography, color and images on folded, soft packaging, and rigid packaging. Methods, materials, practical and production considerations involved in packaging design as well as environmental issues in relation to green or sustainable package design.
Lecture: 2 hours. Laboratory: 3 hours
Prerequisite(s): VC-2301 Graphic Design and Illustration or concurrent enrollment.

VCGD-2631 Graphic Design Studio
3 Credits

Advanced graphic design projects using industry software and standards. Course builds upon sequential graphic design courses to explore complex solutions to visual communication and design problems. Emphasis on individual and team projects applied to various media based on market needs.
Lecture: 2 hours. Laboratory: 3 hours
Prerequisite(s): VC-2301 Graphic Design and Illustration or concurrent enrollment.

VCGD-2820 Independent Advanced Study/Research in Graphic Design
1-3 Credits

Directed individual advanced study. Study/research title and specific content arranged between instructor and student. May be repeated for a maximum of six credits of different topics.
Lecture: 1-3 hours
Prerequisite(s): Departmental approval, and instructor approval, and ENG-0995 Applied College Literacies, or appropriate score on English Placement Test. Note: ENG-0990 Language Fundamentals II taken prior to Fall 2021 will also meet prerequisite requirements.