

GRAPHIC DESIGN (GMW)

GMW 100 Digital Photography I

2 Class Hours, 4 Lab Hours, 4 Quarter Credit Hours

This course introduces GMW students to the technology and techniques of digital image creation using SLR cameras. Starting with “what is digital” theory and principles, this course will train students in basic digital still camera photography, composition, and storage technique. It will then continue with each student shooting and editing their own photo essay, to be used as a first portfolio piece.

GMW 102 Digital Illustration

2 Class Hours, 2 Lab Hours, 3 Quarter Credit Hours

Prerequisites: GMW 112 and GMW 123

This is an introductory studio course that presents visual ideas using digital illustration. The course focuses on computer-based drawing and design techniques. Technical aspects of industry-standard illustration software will be studied, and studio projects will be developed from concept through completion. Course completion will result in a strong working foundation in the rudiments of digital illustration for professional practice.

GMW 110 Introduction to Web Design

2 Class Hours, 4 Lab Hours, 4 Quarter Credit Hours

Prerequisites: GMW 100 and GMW 112 and GMW 123

Corequisites: GMW 223

This course is an introductory exploration of the Internet and World Wide Web technology. Search strategies, web page design and construction, SEO copywriting, and social media integration will be covered. HTML and Photoshop will be used.

GMW 112 Digital Graphics I

2 Class Hours, 2 Lab Hours, 3 Quarter Credit Hours

Students who take this course will develop a working knowledge of how 2D images are manipulated on the desktop, using Adobe Photoshop. Topics consist of: image creation, retouching, color correction, and compositing images together to form a final design.

GMW 122 HTML

2 Class Hours, 2 Lab Hours, 3 Quarter Credit Hours

This course will train students in the construction of web pages integrating the eXtensible HyperText Markup Language (XHTML), CSS, and HTML5. Students will construct web documents by hand coding XHTML and CSS. Topics will include designing for SEO.

GMW 123 Design I

2 Class Hours, 2 Lab Hours, 3 Quarter Credit Hours

This course teaches the foundational guidelines that enable the creative design of graphics to fulfill specified communications requirements.

GMW 129 Project Planning and Estimating

2 Class Hours, 2 Lab Hours, 3 Quarter Credit Hours

Students will plan and price multimedia projects. Focus will be on the design and implementation of concepts through production planning and budgeting for a multimedia project.

GMW 141 Design III

2 Class Hours, 2 Lab Hours, 3 Quarter Credit Hours

Prerequisites: GMW 102 and GMW 112 and GMW 123 and GMW 201 and GMW 223

Corequisites: GMW 231

This course encourages and develops students' creative skill, self-confidence, and technical and design ability to create a personal graphic, visual identity as the basis for each student's personal brand. Topics include branding, typography and font use, resolution and color for printing applications, and graphics manipulation for print, e-publishing, and web delivery.

GMW 201 Introduction to Typography

2 Class Hours, 2 Lab Hours, 3 Quarter Credit Hours

Prerequisites: GMW 112 and GMW 123

This course explores aspects of the anatomy of type and letterform characters, typeface/typestyle recognition and type measurements. Also covered are legibility, readability, type terminology and appropriate usage for multimedia applications. The course will analyze the ways in which type is used as a design element, and complete design projects that exhibit a professional awareness and appreciation of typographic expression. Computer applications will be used as typographic layout and design tools.

GMW 205 Digital Photography II

2 Class Hours, 4 Lab Hours, 4 Quarter Credit Hours

Prerequisites: GMW 100 and GMW 112 and GMW 123

This course follows the techniques begun in GMW 100 Digital Photography I. Students will progress with their use of full manual exposure controls. Topics include professional techniques for creating product shots, portraits, and stock photography. Students will complete the course with a strong foundation in digital camera techniques for various print photography and e-publishing applications.

GMW 212 Digital Graphics II

2 Class Hours, 2 Lab Hours, 3 Quarter Credit Hours

Prerequisites: GMW 102 and GMW 112 and GMW 123 and GMW 205

Digital Graphics II is an advanced course that continues the topics covered in GMW 112 Digital Graphics I. Using Photoshop, students will analyze images to obtain the best output results for web and print distribution. Topics to be covered include camera RAW formats, analyzing and correcting portrait photographs, using channels to make complex selections, and using Photoshop's automate features to expedite workflow. The proper way to scan images and to correct scanning problems will also be covered. Students will use photographs taken in GMW 205 (Digital Photography II) to prepare portfolio-ready photography pieces with detailed digital enhancements.

GMW 215 Web Content Management with WordPress

4 Class Hours, 2 Lab Hours, 5 Quarter Credit Hours

Prerequisites: GMW 100 and GMW 102 and GMW 110 and GMW 112 and GMW 123 and GMW 122 and GMW 141 and GMW 201 and GMW 205 and GMW 212 and GMW 223 and GMW 231

Corequisites: GMW 220

The course explores the overwhelming popularity of Content Management Systems (CMS) to display and manage content for the web. Students will build a self-hosted WordPress website portfolio and learn all the features to modify the layout and display of content.

GMW 220 UI/UX Design

2 Class Hours, 2 Lab Hours, 3 Quarter Credit Hours
Prerequisites: GMW 123 and GMW 223 and GMW 201
Corequisites: GMW 232, GMW 233

This course is an introduction to the theory and application of user-centered design for screen-based media. User Interface/User Experience (UI/UX) design focuses on the end-user experience in support of defined marketing objectives. Students will utilize information architecture to create interface design concepts.

GMW 223 Design II

2 Class Hours, 2 Lab Hours, 3 Quarter Credit Hours
Prerequisites: GMW 112 and GMW 123
Corequisites: GMW 110

Students will integrate the elements and principles of interactive design and use them to solve specific design problems.

GMW 231 Digital Publishing I

2 Class Hours, 4 Lab Hours, 4 Quarter Credit Hours
Prerequisites: GMW 100 and GMW 112 and GMW 223 and GMW 201
Corequisites: GMW 141

Students will learn the principles, process and techniques of digital publishing using Adobe InDesign.

GMW 232 Digital Publishing II

2 Class Hours, 4 Lab Hours, 4 Quarter Credit Hours
Prerequisites: GMW 102 and GMW 112 and GMW 141 and GMW 201 and GMW 231

Corequisites: GMW 220, GMW 233
Digital Publishing II builds on skills learned in GMW 231 Digital Publishing I, including advanced software techniques and features, and layout/design concepts. File preparation and aesthetic design awareness for digital publishing such as ebooks and interactive e-readers will be covered. Through a combination of quizzes, exams and a capstone studio project, the student's knowledge and expertise with digital publishing will be strengthened and refined.

GMW 233 Package Design I

2 Class Hours, 2 Lab Hours, 3 Quarter Credit Hours
Prerequisites: GMW 141 and GMW 231 and GMW 201
Corequisites: GMW 220, GMW 232

Every package is seen by 100% of a brand's consumers. This course introduces students to the 3D design, art, and technology of enclosing, protecting, and promoting products for distribution, sale, and use. Three-dimensional packages will be printed and constructed.

GMW 251 Special Topics: GMW

2 Class Hours, 2 Lab Hours, 3 Quarter Credit Hours
Prerequisites: GMW 215 and GMW 141 and GMW 220 and GMW 231
This is a capstone course that focuses upon the newest and most pressing issues that affect multimedia. Subject matter in this course may vary from term to term.

GMW 272 Associate Portfolio

2 Class Hours, 2 Lab Hours, 3 Quarter Credit Hours
Prerequisites: GMW 102 and GMW 141 and GMW 231 and GMW 205 and GMW 220 and GMW 212 and GMW 215 and HU 240 and GMW 201
Associate Portfolio prepares students to build a graphic design portfolio with professional quality, business-oriented design projects, and also addresses portfolio presentation techniques for an interview situation. Topics such as self-evaluation, personal branding, choosing the right portfolio format and pieces, arranging pieces in the portfolio and executing a well-paced, detailed oral presentation will be covered. Students will leave the course with a strong understanding of their own strengths and talents that may be brought to the workplace, and the skills to present or e-deliver their work with confidence.

GMW 280 Cooperative Work Experience

15 Lab Hours, 3 Quarter Credit Hours
Prerequisites: GMW 141 and GMW 231
Students will gain practical work experience through employment in a local company or organization. Students must submit a written application to a designated faculty member, with approval based on the student's academic achievement, attendance, and demonstrated skill sets as they match the employer's defined job skill requirements.

GMW 301 3D Modeling

2 Class Hours, 4 Lab Hours, 4 Quarter Credit Hours
Prerequisites: GMW 102 and GMW 112
In this course, students will render conceptual designs using 3d modeling software. Students will create their own models using both polygonal and subpatch techniques. Models will then be textured in a realistic or stylized manner based on the individual student's design aesthetic. Projects will be rendered and optimized for both print and web deployment. Final renderings will be further enhanced and manipulated using post-production software such as Photoshop, Illustrator, or InDesign.

GMW 302 Concept Development

2 Class Hours, 2 Lab Hours, 3 Quarter Credit Hours
Prerequisites: GMW 102 and GMW 112 and GMW 141 and GMW 201 and GMW 223 and EN 100
In this course, students will conceive of a variety of possible solutions from a menu of given contemporary problems of varying complexities. They will learn first to (raw) sketch by hand not one, but several, possible solutions exploring the pros and cons of each solution based on individual web-based research and understanding of the respective design challenge. Students will be asked to employ hand-drawn sketches reflecting their uniquely imaginative capabilities, and to move to software applications (Photoshop, Illustrator, tablets) for further development as their ideas come into focus.

GMW 305 Web Asset Production

2 Class Hours, 4 Lab Hours, 4 Quarter Credit Hours
Prerequisites: GMW 215 and GMW 272
This course enables students to refine and create content for their web portfolio that utilizes current web presentation technologies and builds upon GMW 272, the Term 6 Associate Portfolio course where students used WordPress to present their work using the WordPress content management system. Now, in Term 7, students will further enhance their web assets with the concepts and technology learned in this course.

GMW 310 Digital Editing I

2 Class Hours, 4 Lab Hours, 4 Quarter Credit Hours

Prerequisites: GMW 205 and GMW 212 and GMW 223

Corequisites: GMW 311, GMW 312

Using Adobe Premiere Pro, students will learn the technical and creative aspects of non-linear video and audio desktop editing. The course is designed to introduce students to learning the fundamental methods, techniques and disciplines necessary to edit video, audio and other digital media into a short video program, using DSLR cameras and desktop editing software. Creative aspects of editing and working with still and moving images will be executed by students in the lab.

GMW 311 Motion Graphics I

2 Class Hours, 4 Lab Hours, 4 Quarter Credit Hours

Prerequisites: GMW 102 and GMW 112 and GMW 201 and GMW 301

Corequisites: GMW 310, GMW 312

This course focuses on trending technologies in motion graphics. Students will utilize Adobe After Effects and Cinema 4D as tools to produce high definition motion graphics. Students will experiment with the principles of animation to add character to inanimate objects using keyframing techniques. Course assignments will be focused on creating a variety of motion graphics such as title sequences, parallax photographs, and animated corporate identities.

GMW 312 Motion Graphics Design

2 Class Hours, 2 Lab Hours, 3 Quarter Credit Hours

Prerequisites: GMW 102 and GMW 112 and GMW 201 and GMW 301

Corequisites: GMW 310, GMW 311

This course focuses on the different categories and design aesthetics used in the motion graphics industry. GMW 312 covers a brief history of animation from its early inception as Victorian-era entertainment devices up to modern computer techniques. Students will be introduced to key artists during these eras. Principles of animation such as squash and anticipation will be analyzed in hand-drawn cartoons as well as computer-generated works. Students will design animations from storyboard previsualization to production fulfillment. This course will also explain the differences in compression algorithms for digital movie delivery. Other topics, such as chroma keying for visual effects and motion tracking, will also be covered.

GMW 320 Digital Editing II

2 Class Hours, 2 Lab Hours, 3 Quarter Credit Hours

Prerequisites: GMW 310

Corequisites: GMW 321

This course continues beyond the fundamentals of Digital Editing I by putting an emphasis on developing, scheduling, and producing web videos in support of web marketing, mobile delivery, and associated e-commerce messaging and promotion. Students will develop concepts and storyboards to meet a set schedule and shoot and edit various video and audio content to meet specific marketing requirements.

GMW 321 Motion Graphics II

2 Class Hours, 4 Lab Hours, 4 Quarter Credit Hours

Prerequisites: GMW 311 and GMW 312

Corequisites: GMW 320

Building on GMW 311 Motion Graphics I, students will continue the use of production software to enhance motion graphics creativity. This course will focus on video compositing and effects. Students will shoot their own HD video footage using SLR cameras, then enhance that footage using Adobe After Effects. Students will then apply effects such as 3D motion tracking to add computer-generated elements to the video. Green screen backdrops will also be employed to allow students to chroma key video elements and composite them onto various backdrops. Other topics such as rotoscoping and masking will be covered.

GMW 322 Typography II

2 Class Hours, 2 Lab Hours, 3 Quarter Credit Hours

Prerequisites: GMW 201 and GMW 232

Typography II explores the creative use of typography for enhanced logo and page layout design, font development, and esthetic support of message delivery. Typographic options for animation, responsive mobile delivery, and e-publishing distribution will be emphasized.

GMW 400 Digital Publishing III

2 Class Hours, 4 Lab Hours, 4 Quarter Credit Hours

Prerequisites: GMW 232 and GMW 322

An advanced study of Digital Publishing with a concentration on digital documents and ePub construction. Focus will be placed on current industry standards and development of e-publications utilizing software used in the design and ePub industries.

GMW 401 Marketing and Brand Strategy

2 Class Hours, 2 Lab Hours, 3 Quarter Credit Hours

Prerequisites: GMW 129 and GMW 302

Corequisites: GMW 402

A study of packaging brand strategies and defining marketing tactics to support product, packaging, promotion, pricing, and distribution objectives for consumer products. Students will examine current trends and innovations in a variety of markets. Emphasis will be placed on developing integrated brand designs to meet marketing objectives with a focus on package design.

GMW 402 Package Design II

2 Class Hours, 2 Lab Hours, 3 Quarter Credit Hours

Prerequisites: GMW 201 and GMW 232

Corequisites: GMW 401

This course focuses on an advanced approach to packaging and brand design for achieving packaging business objectives. Students will examine current trends and innovations in a variety of package designs. Students will design 3D packaging products to represent their brand and various corporate packaging strategies defining specific packaging tactics. Final packaging designs will also be simulated on computer-generated 3D product models.

GMW 410 Mobile Design Strategy

4 Class Hours, 4 Quarter Credit Hours

Prerequisites: GMW 112 and (GMW 122 or SE 122) and GMW 302 and GMW 401

This course addresses the importance of creating UI/UX design solutions that work for both desktop and mobile delivery. Students will learn how to design a "responsive" web experience for desktop, smartphone, and tablet devices. Students will learn the user interface patterns and behaviors of competing operating systems and devices to create design layouts for these varying delivery systems. Students will explore the more advanced features of HTML 5 and CSS3 to create mobile interfaces.

GMW 411 Project Management

2 Class Hours, 2 Lab Hours, 3 Quarter Credit Hours

Prerequisites: GMW 302

Project management is a growing field used increasingly by businesses of all sizes. As entrepreneurs and company executives deal with the daily responsibilities of managing an organization, it is important to use dedicated project managers to oversee projects from conception to completion. Students will work in teams to develop a comprehensive project plan and address all the key areas in the project management cycle.

GMW 412 Social Media Marketing

2 Class Hours, 2 Lab Hours, 3 Quarter Credit Hours

Prerequisites: GMW 302 and GMW 401

This course applies theory and optimization of social media channels and interactive new media platforms. Students will create content and engagement on the most relevant social media channels. With specific clients in focus, students will develop, optimize, and measure social media strategies, tactics, and campaigns to support defined marketing and relationship management objectives. This course will focus particularly on crafting posts, updates, and email newsletters to meet marketing-specific styles of communicating.

GMW 413 Augmented Reality Marketing

2 Class Hours, 2 Lab Hours, 3 Quarter Credit Hours

Prerequisites: GMW 301 and GMW 312 and GMW 320

In this course, students will experiment with the latest tools of Augmented Reality (AR) and learn how they may be applied in digital and place-based marketing strategies. Students will have the opportunity to apply industry standard production knowledge and skills previously learned in the GMW program to produce interactive multimedia AR experiences.

GMW 422 Special Topics

2 Class Hours, 2 Lab Hours, 3 Quarter Credit Hours

Prerequisites: GMW 321 and GMW 411 and GMW 412

Corequisites: GMW 423, GMW 424

This dynamic and adaptive course is reserved to cover various changing or emerging technology trends and technology as they occur.

GMW 423 Content Management Systems II

2 Class Hours, 2 Lab Hours, 3 Quarter Credit Hours

Prerequisites: GMW 321 and GMW 411 and GMW 412

Corequisites: GMW 424

This course expands on the knowledge gained in GMW 215 Web Content Management with WordPress with a brief review of "child themes" and takes web development to the next level with the design of custom templates using Adobe Photoshop and CSS. Custom templates allow developers to create truly one-of-a-kind website designs while utilizing the flexibility and endless resources of a WordPress content management system. This course will also cover the importance of response functionality to accommodate the need for mobile device delivery.

GMW 424 Senior Portfolio

4 Class Hours, 2 Lab Hours, 5 Quarter Credit Hours

Prerequisites: GMW 321 and GMW 411 and GMW 412

Corequisites: GMW 423

This course requires students to re-focus their attention back to their design portfolios that were originally created during the final term of their associate degree. The portfolio presentation will not only showcase their technical and creative skills, but also display their knowledge of social media marketing and public communication. The senior portfolio is the student's opportunity to examine the full scope of their work, and with the assistance of the Career Services Office, properly position them to begin their careers in design.

GMW 480 Cooperative Work Experience

15 Lab Hours, 3 Quarter Credit Hours

Prerequisites: GMW 321 and GMW 411 and GMW 412

Corequisites: GMW 423, GMW 424

Students will gain practical work experience through employment in a local company or organization. Students must submit a written application to a designated faculty member, with approval based on the student's academic achievement, attendance, and demonstrated skill sets as they match the employer's defined job skill requirements.