

# GRAPHIC DESIGN AND PHOTOGRAPHY

## Graphic Design and Photography Overview

The Graphic Design and Photography department cultivates the creation of powerful images and visual communication through an approach that combines art and technology. The programs begin with foundation courses that focus on the elements and principles of the discipline and also train students with industry-standard technology and equipment. Fundamentals of design and composition, as well as creative thinking and problem-solving techniques, give students a strong foundation for entry into the workforce, as well as for advanced study at other colleges and universities. Students work in a state-of-the-art digital arts center for hands-on training with digital tools and printers.

## Graphic Design Concentration

With strong foundation courses in design and layout, typography, and creative thinking, students learn to create unique, professional, and creative designs from concept to final work. The Graphic Design program emphasizes the importance of concept and message, and the power that these have to communicate. Design history, theory, and professional practices are integrated into the curriculum. Challenging and varied studio projects develop technical proficiency in designing for print and screen media—including branding, illustration, advertising design, and publication design.

## Career Opportunities in Graphic Design

- Art Director
- Creative Director
- Junior/Senior Graphic Designer
- Freelance Graphic Designer/Graphic Artist
- Brand Designer
- UX/UI Designer
- Illustrator

## Programs of Study

### Associate Degree

- Graphic Design and Photography, Associate of Arts (AA): Graphic Design Concentration (<https://catalog.sbccc.edu/academic-departments/graphic-design-photography/graphic-design-photography-aa-graphic-design-concentration/>)

### Certificates of Achievement

- Graphic Design and Photography, Certificate of Achievement (C): Graphic Design Concentration (<https://catalog.sbccc.edu/academic-departments/graphic-design-photography/graphic-design-photography-certificate-achievement-graphic-design-concentration/>)

- Introduction to Graphic Design, Certificate of Achievement (C) (<https://catalog.sbccc.edu/academic-departments/graphic-design-photography/introduction-graphic-design-certificate-achievement/>)

### Skills Competency Awards

- Digital Visual Foundation, Skills Competency Award (SCA) (<https://catalog.sbccc.edu/academic-departments/graphic-design-photography/digital-visual-foundation-skills-competency-award/>)
- Graphic Design, Skills Competency Award (SCA): Entrepreneur I (<https://catalog.sbccc.edu/academic-departments/graphic-design-photography/graphic-design-skills-competency-award-entrepreneur-I/>)
- Graphic Design, Skills Competency Award (SCA): Entrepreneur II (<https://catalog.sbccc.edu/academic-departments/graphic-design-photography/graphic-design-skills-competency-award-entrepreneur-II/>)

## Credit Courses

### Graphic Design (GDP)

#### GDP 110 Media Design (3 Units)

Hours: 90 (36 lecture, 54 lab)

Recommended starting point for students interested in careers in graphic design and media arts. An introductory course in design and composition as it relates to the digital arena. Students learn elements of design such as line, shape, color, and texture, as well as principles of design such as balance, repetition, and unity and apply them to designs and illustrations created with digital tools and industry-standard software programs. Provides a strong introduction to composition and conceptualization in design for print and electronic output.

Transfer Information: CSU Transferable, UC Transferable

#### GDP 111 Introduction to Graphic Design (3 Units)

Hours: 90 (36 lecture, 54 lab)

Starting point for those studying Graphic Design. Students are introduced to industry software applications to create basic page layouts. Topics include overview of the commercial print industry, image preparation, basic layout design and typography principles, color modes and file preparation for print. Student assignments encompass both design creativity and technical skills. Recommended to take concurrent with GDP110 Media Design.

Transfer Information: CSU Transferable, UC Transferable

UC Transfer Limit: GDP 111, GDP 114 and GDP 212 combined: maximum credit, 6 units.

#### GDP 112 Digital Literacy for Media Artists and Designers (3 Units)

Hours: 90 (36 lecture, 54 lab)

Introduction to theory, history and practice of interaction design, visualization and software art through current software and introductory programming languages.

Transfer Information: CSU Transferable, UC Transferable

#### GDP 113 Typography (3 Units)

Hours: 90 (36 lecture, 54 lab)

Develops the student's understanding of the effective use of type. Emphasis is on the use of typography in graphic design. Topics include the history of type, aesthetic qualities of letter forms, anatomy of the letter, typefaces and style and compositional arrangement. Best if taken after, or in conjunction with GDP111.

Transfer Information: CSU Transferable, UC Transferable

**GDP 114 Intermediate Graphic Design (3 Units)**

Course Advisories: GDP 110 or GDP 111.

Hours: 90 (36 lecture, 54 lab)

Students apply the principles of design and visual communication to a variety of print-related and electronic projects. Students add to their understanding of the design software applications, and advance their critical thinking in regards to design principles and conveying messages visually. Students participate in individual and group critiques, which emphasize the objective and subjective qualities of their work. The design process, concept and content are stressed, using industry-standard software in a state-of-the-art computer lab.

Transfer Information: CSU Transferable, UC Transferable

UC Transfer Limit: GDP 111, GDP 114 and GDP 212 combined: maximum credit, 6 units.

**GDP 115 Information Visualization (3 Units)**

Prerequisites: GDP 112.

Hours: 90 (36 lecture, 54 lab)

An introductory course that surveys the expanding field of infographics and visualization. Students will gain an understanding of this expanding field and demonstrate how to visualize and present data in clear and meaningful ways. Explorations will include data display methods and technologies, graphical model choices, and industries in which data visualizations are utilized.

Transfer Information: CSU Transferable

**GDP 116 History of Graphic Design (3 Units)**

Hours: 54 (54 lecture)

An introduction to the history of graphic design, including the creative innovators, breakthrough technologies and important historical developments which have defined graphic design throughout the last 150 years.

SBCC General Education: SBCCGE Area C

Transfer Information: CSUGE Area C1, IGETC Area 3A, CSU Transferable, UC Transferable

**GDP 118 Creative Thinking (3 Units)**

Hours: 90 (36 lecture, 54 lab)

Students learn how to develop techniques to enhance their innate creative abilities. Specific problems are presented and students work alone and in groups to work through the exercises and develop original and creative solutions. Creative problem-solving techniques and ideas are explored. Helps students to better develop problem-solving skills with a particular focus on visual art and design. The focus is on creation of original and innovative concepts, and analyzation of how ideas are created. Students use sketchbooks and software programs.

Transfer Information: CSU Transferable, UC Transferable

**GDP 212 Graphic Design II (3 Units)**

Prerequisites: GDP 111.

Course Advisories: GDP 114.

Hours: 90 (36 lecture, 54 lab)

Advanced studies and projects in graphic design. Students explore the creative process in developing ads and promotions for print and other media. Emphasis is on concepts, content and design.

Transfer Information: CSU Transferable, UC Transferable

UC Transfer Limit: GDP 111, GDP 114 and GDP 212 combined: maximum credit, 6 units.

**GDP 215 Publication Design (3 Units)**

Prerequisites: GDP 111.

Hours: 90 (36 lecture, 54 lab)

Advanced study in design and production for multi-page print and digital publications. Topics include paper choices, pagination, preflight issues, proofing, output options, and publications for web devices. Students design and produce multi-page booklets and publications for mobile devices to be used as portfolio pieces.

Transfer Information: CSU Transferable

**GDP 217 Dynamic Information Visualization (3 Units)**

Hours: 90 (36 lecture, 54 lab)

Continuation of visualization practices towards user interactivity for web, mobile, and other media choices. Areas explored include dynamic and large data sets, embedded sensors and the internet of things.

Transfer Information: CSU Transferable

**GDP 230 Portfolio (3 Units)**

Course Advisories: GDP 212 or GDP 215.

Hours: 90 (36 lecture, 54 lab)

Guides students in developing and refining a body of work that constitutes a portfolio reflecting individual creative and visual communication skills. Assignments include improving current pieces, presenting their work and themselves to prospective employers in a compelling way. Portfolios are essential in transitioning to other institutions or the professional world.

Transfer Information: CSU Transferable

**GDP 290 Work Experience In Graphic Design and Photography (1-4 Units)**

Course Advisories: PHOT 109 or GDP 114.

Hours: 216 (216 lab)

Limitation on enrollment: Must be enrolled in any GDP course. Supervised employment for students whose career objectives, course of study and employment complement each other. Student to carry out assigned duties as an employee; follow employer's policies, rules and regulations; write learning objectives; keep a record of time worked; fill out student data card; and secure employer's evaluation at the end of the semester.

Course restricted to 3 repetitions

Transfer Information: CSU Transferable