GRAPHIC DESIGN AND PHOTOGRAPHY

Program Description
The focus of the Graphic Design and Photography curriculum is to create a balance between design and technology. The program begins with a foundation in design, drawing and art appreciation and starts to integrate technology during the first semester. Design principles, creative thinking and problem-solving techniques, as they apply to the media arts, give the student a strong foundation for entry into the work force, and for advanced study at other colleges and universities. Students work in a state-of-the-art digital arts center for hands-on computer training.

Both graphic design and photography students create projects, using electronic media, typographic design, publication design, photojournalism, advertising illustration photography and color management.

Graphic Design Concentration
With strong foundation courses in design, typography and creative problem-solving, students create designs, from concept to printed piece. The understanding of production and pre-press processes are an integral part of the concentration, along with the introduction of web design and interactivity. The curriculum is based on the belief that the graphic designer is a visual and verbal communicator who is able to develop creative solutions for a variety of design and communication problems. Students execute their work in a state-of-the-art Digital Arts Center.

Graphic Design Certificate
The Graphic Design Certificate provides the student with a thorough understanding of the design process, from concept to printed piece. Concept development, creativity, interactivity and pre-press processes are introduced and become an integral part of the Certificate. Students execute their work in a state-of-the-art Digital Arts Center.

Career Opportunities
- Assistant Graphic Designer
- Freelance Graphic Designer
- Information and Visualization Designer
- Production Coordinator
- Publications Designer

Advising
In addition to the college counselor at the Career Center, the Graphic Design program chairperson advises students who are planning a career in Graphic Design.

Planning a Program of Study
Those interested in the Graphic Design and Photography Program must be admitted to Santa Barbara City College. An application and one copy each of high school and any other college transcripts must be submitted to the Admissions Office.

All Graphic Design and Photography majors should make appointments with the counselor for Graphic Design and Photography. Contact the Counseling Center at (805) 730-4085. Initial program development will take place during the counseling session.

The Career Center is utilized by the Graphic Design and Photography Department to provide extensive individual help for students needing to find part-time jobs and internships related to their learning discipline.

Preparation for Transfer
Course requirements for transfer vary depending upon the college or university a student wishes to attend. Therefore, it is most important for a student to consult with his/her counselor and departmental adviser before planning an academic program for transfer. Information sheets for majors, outlining transfer requirements, are available in the Transfer Center.

Program Cost and Outcome
For planning purposes, the website below provides information on the cost of attendance, program length (assuming a student attends full-time), financing options and historical student completion rates:
http://www.sbcc.edu/financialaid/gainfulemployment

Programs of Study
- Graphic Design and Photography, Associate in Arts (AA): Graphic Design Concentration (https://catalog.sbcc.edu/academic-departments/graphic-design-photography/graphic-design-photography-aa-graphic-design-concentration)
- Graphic Design and Photography, Certificate of Achievement (C): Graphic Design Concentration (https://catalog.sbcc.edu/academic-departments/graphic-design-photography/graphic-design-photography-certificate-achievement-graphic-design-concentration)
- Introduction to Graphic Design, Certificate of Achievement (C) (https://catalog.sbcc.edu/academic-departments/graphic-design-photography/introduction-graphic-design-certificate-achievement)
- Information Design, Skills Competency Award (SCA) (https://catalog.sbcc.edu/academic-departments/graphic-design-photography/information-design-skills-competency-award)
Credit Courses

Graphic Design (GDP)

GDP 110 Media Design (3 Units)
Skills Advisories: Eligibility for ENG 98 and ENG 103.
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

GDP 111 Introduction to Graphic Design (3 Units)
Skills Advisories: Eligibility for ENG 98 and ENG 103.
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

GDP 112 Digital Literacy for Media Artists and Designers (3 Units)
Skills Advisories: Eligibility for ENG 98 and ENG 103.
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.
Skills Advisories: Eligibility for ENG 98 and ENG 103.
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

GDP 115 Information Visualization (3 Units)
Prerequisites: GDP 112.
Skills Advisories: Eligibility for ENG 98 and ENG 103.
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)
Skills Advisories: Eligibility for ENG 98 and ENG 103.
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)
Skills Advisories: Eligibility for ENG 098 and ENG 103.
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 analysis of how ideas are created. Students use sketchbooks and software programs.
Transfer Information: CSU 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

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)
Skills Advisories: Eligibility for ENG 98 and ENG 103.
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.
Skills Advisories: Eligibility for ENG 110 or 110H.
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.
Skills Advisories: Eligibility for ENG 98 and ENG 103.
Hours: 300 (300 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