

Peralta Community College District: Applied Graphic Design/Digital Imaging

A.A. DEGREE

Codes and Dates

Curriculum Committee Approval Date	3/20/2015
Board of Trustees Date	6/09/2015
Current Effective Date	8/22/2016
Program Control Number	9028
Top Code	1030.00 - Graphic Design*

Description

The AA degree and certificate in Applied Graphic Design/Digital Imaging offer hands-on experience for students interested in combining artistic creativity and computer technology. Students receive practical knowledge of processes, theory of design principles and elements, computer software applications, and personal communication skills. Opportunities of employment from an education in graphic design range widely in emphasis. Related industries integrating graphic designers, digital imaging specialists, and multimedia authors vary as much as commercial printing does from motion pictures. All mass visual communications require the skills and training of graphic design/digital imaging.

Career Opportunities

Graphic designers, digital imaging specialists, and multimedia authors vary as much as commercial printing does from motion pictures. All mass visual communications require the skills and training of graphic designers/digital imaging.

Program Learning Outcomes

Upon successful completion of this program, students will be able to:

1. Apply for entry level career opportunities
2. Create complete and correct graphic files for both print and web
3. Apply the elements and principles of effective graphic design
4. Analyze, plan and implement design strategies based on customers desires.
5. Be employable at an entry level in a graphic design, graphic technician, pre-press, pre-flight position, or web design.
6. Display healthy employee attributes such as, reliability, respect for others and their opinions, ability to work in a team environment, work independently, complete tasks, communicate verbally and in writing, etc.

Degree Requirements:

FIRST SEMESTER

Credit Hours: (9 Required)

Degree Major/Certificate Requirements:

GRART 032	Digital Documents (Adobe InDesign)	3
GRART 111	Elements and Principles of Graphic Design	3
GRART 113	Typography	3

SECOND SEMESTER

Credit Hours: (9 Required)

GRART 034	Adobe Illustrator Basics	3
GRART 112	Creative Process and Solutions	3

GRART 121	Applied Graphic Design 1	3
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THIRD SEMESTER**Credit Hours: (6 Required)**

GRART 036	Adobe Photoshop Basics	3
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GRART 122	Applied Graphic Design 2	3
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FOURTH SEMESTER**Credit Hours: (9 Required)**

GRART 114	Graphic Design Technology	3
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GRART 123	Applied Graphic Design 3	3
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GRART 042	Web Graphics (Dreamweaver)	3
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Total Major Units**Credit Hours: (0 Required)**

33

General Education and Electives**Credit Hours: (27 Required)**

27

Total: 60

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