

GRAPHIC DESIGN

ASSOCIATE OF SCIENCE DEGREE



Imagine seeing images that you've designed in magazines, on posters and websites. Imagine your friends saying "Wow, you did that!" If you look at ads, catalogs, even business cards with a critical eye and would love to have a go at designing them yourself, get started at IADT.

You Imagine. We can get you there.™

These are some of the career opportunities in Graphic Design. With the right education and your own initiative, one of them could be in your future:

- > **Graphic Designer**
- > **Junior Illustrator**
- > **Page Layout Designer**
- > **Prepress Printing Technician**
- > **Junior Creative Director**
- > **Freelance Graphic Designer**



The Graphic Design program is designed to develop a fundamental understanding of the role of form, function, creativity and critical viewpoint in the creation of visual communications. Examination of the fundamental principles of visual shape and form, value, texture, and pattern prepare the student to apply the basic design elements of effective visual materials to the development, planning, production and presentation of print publications and basic web design.

CONCENTRATION COURSES

Course#	Course Title	Credits
DESIGN 101	DESIGN FUNDAMENTALS	4
DESIGN 110	WEB DESIGN I	4
DESIGN 130	INTRODUCTION TO DRAWING	4
DESIGN 140	DIGITAL ILLUSTRATION	4
DESIGN 150	TYPOGRAPHY	4
DESIGN 160	DIGITAL IMAGING	4
DESIGN 175	VISUAL COMPOSITION	4
DESIGN 275	CREATIVITY IN DESIGN	4
GRAPH 110	DESIGN PROCESS	4
GRAPH 120	COLOR THEORY	4
GRAPH 160	GRAPHIC DESIGN I	4
GRAPH 250	DIGITAL LAYOUT	4
GRAPH 260	GRAPHIC DESIGN II	4
GRAPH 275	DIGITAL PREPRESS	4
GRAPH 280	GRAPHIC DESIGN III	4
GRAPH 290	GRAPHIC DESIGN PORTFOLIO	4
Total Concentration Requirements		64

COLLEGE CORE COURSES

Course#	Course Title	Credits
COLL101	COLLEGE SUCCESS	4
Total College Core Requirements		4

GENERAL EDUCATION COURSES

Course#	Course Title	Credits
COMM 101	INTERPERSONAL COMMUNICATIONS	4
ENGL 101	ENGLISH COMPOSITION I	4
ENGL 102	ENGLISH COMPOSITION II	4
HUMN 101	INFORMATION LITERACY	4
MATH 130	COLLEGE ALGEBRA	4
SOCS 201	CULTURAL DIVERSITY	4
Total General Education Requirements		24

Total Credits Required for Graduation **92**

Upon satisfactory completion of the specified 92 quarter credit hours a student with a CGPA of 2.0 (4.0 scale) or higher will be awarded the Associate of Science degree in Graphic Design.

WHY IADT ONLINE?

You can feel like you belong here.

You can learn and grow in a collaborative community of students who share your passion.

Engaged learning

We know from years of experience that when you're fully engaged in learning, you can learn better. And that's how we do it here – from hands-on instruction, to focused interaction with instructors, to live lectures and chats.

Focused attention

We know our students by name. And we're proud of that. We believe wholeheartedly in giving students the guidance and attention they need.

Instructors who get what you want to do

You can learn from instructors with real-world experience. They know what it takes to make it out there.

Real-world tools

You can learn using the same type of industry-current software professionals use.

A plan to help you finance your education


All our students can get tuition planning assistance and information on available scholarships. Financial aid is available for those who qualify.

Career-services assistance

IADT has a nationwide network of individuals and businesses to help you with career opportunities and the job search process.

Flexibility and portability

Your life doesn't stop just because you're in school. We get that. MobiClass™ allows you to attend class from most mobile devices – wherever you are, whenever it fits your schedule.



GRAPHIC DESIGN

BACHELOR OF FINE ARTS PROGRAM

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- > **Graphic Designer**
- > **Junior Art Director**
- > **Publication Designer**
- > **Multimedia Designer**
- > **Production Specialist**
- > **Advertising Designer**
- > **Freelance Graphic Designer**

The Graphic Design program is designed to develop an understanding of the role of form, function, creativity and critical viewpoint in the creation of visual communications. Examination of the psychological, cultural, and environmental aspects of color, paired with the fundamental principles of visual shape and form, value, texture, and pattern prepare the student to apply the basic design elements of effective visual materials to the development, planning, production and presentation of print publications and web design.

CONCENTRATION COURSES

Course#	Course Title	Credits
BUSN 499	ENTREPRENEURSHIP	4
DESIGN 101	DESIGN FUNDAMENTALS	4
DESIGN 110	WEB DESIGN I	4
DESIGN 130	INTRODUCTION TO DRAWING	4
DESIGN 140	DIGITAL ILLUSTRATION	4
DESIGN 150	TYPOGRAPHY	4
DESIGN 160	DIGITAL IMAGING	4
DESIGN 175	VISUAL COMPOSITION	4
DESIGN 210	WEB DESIGN II	4
DESIGN 230	INTERACTIVE MEDIA I	4
DESIGN 260	ADVANCED DIGITAL IMAGING	4
DESIGN 275	CREATIVITY IN DESIGN	4
DESIGN 350	ADVANCED TYPOGRAPHY	4
DESIGN 375	ADVANCED CREATIVITY AND DESIGN	4
GRAPH 110	DESIGN PROCESS	4
GRAPH 120	COLOR THEORY	4
GRAPH 160	GRAPHIC DESIGN I	4
GRAPH 250	DIGITAL LAYOUT	4
GRAPH 260	GRAPHIC DESIGN II	4
GRAPH 275	DIGITAL PREPRESS	4
GRAPH 280	GRAPHIC DESIGN III	4
GRAPH 320	HISTORY AND THEORY OF DESIGN	4
GRAPH 330	PRINT PRODUCTION	4
GRAPH 340	ADVERTISING DESIGN	4
GRAPH 350	RENDERING AND ILLUSTRATION	4
GRAPH 360	BRANDING AND CORPORATE IDENTITY	4
GRAPH 400	SPECIAL TOPICS IN GRAPHIC DESIGN	4
GRAPH 450	PACKAGE DESIGN	4
GRAPH 485	GRAPHIC DESIGN CAPSTONE	4
GRAPH 490	SENIOR GRAPHIC DESIGN PORTFOLIO	4
Total Concentration Requirements		120

COLLEGE CORE COURSES

Course#	Course Title	Credits
COLL101	COLLEGE SUCCESS	4
Total College Core Requirements		4

GENERAL EDUCATION COURSES

Course#	Course Title	Credits
COMM 101	INTERPERSONAL COMMUNICATIONS	4
ECON 315	GLOBAL ECONOMICS	4
ENGL 101	ENGLISH COMPOSITION I	4
ENGL 102	ENGLISH COMPOSITION II	4
HUMN 101	INFORMATION LITERACY	4
HUMN 301	HISTORY OF ART I	4
HUMN 302	HISTORY OF ART II	4
HUMN 401	LITERATURE AND FILM	4
MATH 130	COLLEGE ALGEBRA	4
PHIL 405	ETHICS	4
SCIE 201	ENVIRONMENTAL SCIENCE	4
SCIE 310	PHYSICAL ANTHROPOLOGY	4
SOC 201	CULTURAL DIVERSITY	4
SOC 401	POLITICAL SCIENCE	4
Total General Education Requirements		56

Total Credits Required for Graduation 180

Upon satisfactory completion of the specified 180 quarter credit hours a student with a CGPA of 2.0 (4.0 scale) or higher will be awarded the Bachelor of Fine Arts degree in Graphic Design.

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