Advanced graphic design instruction that is project and process focused to refine creative and technical skills. Projects will follow the design process from initial research and sketches to refined computer layouts and final production ready art files. Assignments will utilize graphic design principles and current graphic software. Projects are critiqued for design process, aesthetics, presentation and file production accuracy. Projects may become part of a professional portfolio.

Prerequisite: GRA 120 with a grade of C or better or consent of Coordinator.

I. Advance understanding of graphic design concepts
II. Gain an overview of advertising and the visual communication profession
III. Understand role of strategy in creative development
IV. Utilize current graphic software in design creation
V. Successfully develop and manage complex projects from concept to pre-press
VI. Demonstrate pre-press and print understanding to prepare page layout files
VII. Develop ability to discuss and critique effectiveness of graphic design

1. Power Point Lecture
2. In-class lab work
3. Problem solving and discussion

1. demonstrate knowledge of advanced design principles.
2. understand the stock and substrate implications in design.
3. understand advanced creative concepts displayed through type, and graphics.
4. learn presentation and portfolio needs.
5. understand the print production needs of design.
6. utilize graphic software to prepare advanced comprehensive designs.
7. utilize industry standard color management techniques.

1. Lab assignments/projects
2. Tests and quizzes

No required text. Required readings will be provided by instructor.

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Semester Fall Year 2008