

Bachelor of Graphic Arts (BGA) Graphic Art And Design

Graphic Design Program

To excel as a graphic artist, you need to learn from those who have paved the road ahead of you. Nossi College of Art's innovative Bachelor of Graphic Arts (BGA) degree in Graphic Art and Design is taught by current leading professionals, instructing relevant projects in graphic design, web design, interactive design, motion graphics, app development, digital publishing and advertising strategies. The program is designed to help students perform at a high level – increasing their opportunity for success in a demanding industry.

The “lower level” courses are developed for mastering the basic principles of design, the creative process, interactive graphic design and web development. They will grow your skills in design technologies such as mobile app development, digital publishing and motion graphics. The “upper level” courses are designed to strengthen your skills with challenging projects in advanced graphic design, web design, packaging, art direction and advertising strategies.

Graphic Design Program Structure

Our graphic design program may be completed in five semesters for students who have already earned an Associate Degree in Graphic Art and Design. As a freshman, the program can be completed in four years. Day or evening classes allow you to work as you complete the program. General education courses include creative writing, copywriting, art history and liberal arts courses such as philosophy and psychology.

All 133-semester hours must be successfully completed with a minimum 2.0 grade point average to qualify for graduation.

The usual duration of the Bachelor of Graphic Arts (BGA) program in Graphic Art & Design is 11 semesters (44 months). Graduates of the program complete 133 credit hours and earn a Bachelor of Graphic Arts (BGA) degree in Graphic Art and Design. This curriculum will prepare graduates for a variety of employment opportunities in the graphic design field.

Course Number	Course Title	Credit Hours
GENERAL EDUCATION COURSES		
SPC 101	SPEECH	3
PL 103	PHILOSOPHY	4
PS 108	PSYCHOLOGY	4
MTH 300	CONTEMPORARY MATH	3
AH 212	ART HISTORY/APPRECIATION	4
HWC 301	HISTORY OF WESTERN CIVILIZATION	4
ES 300	EARTH SCIENCES: THE HUMAN ENVIRONMENT	3
LIT 211	AMERICAN LITERATURE	4
EN 270	ENGLISH	4
SS 104	SUCCESS STRATEGIES	4
SBM 275	SMALL BUSINESS MANAGEMENT	3
COURSES OF MAJOR		
DC 102	DESIGN COMPOSITION	3
BD 101	BASIC DRAWING	3
CT 105	COLOR THEORY	3
AI 140	ADOBE ILLUSTRATOR	3
APS 142	ADOBE PHOTOSHOP	3
PL 160	PAGE LAYOUT	3
GD 115	GRAPHIC DESIGN I	3
TY 110	TYPOGRAPHY	3
WD 285	WEB DESIGN	3
GD 220	GRAPHIC DESIGN II	3
PA 240	PRODUCTION ART I	3
PA 250	PRODUCTION ART II	3
ID 280	INTERACTIVE DESIGN I	3
ID 290	INTERACTIVE DESIGN II	3
MA 260	MOBILE APPLICATIONS	3
WD 290	ADVANCED WEB DESIGN	3
MG 250	MOTION GRAPHICS	3
GD 230	GRAPHIC DESIGN III	3
SM 280	SOCIAL MEDIA DESIGN	3
GD 240	GRAPHIC DESIGN IV	3
TY 216	ADVANCED TYPOGRAPHY	3
3DM 380	3D MODELING	3
TN 425	3D TECHNOLOGIES	3
GDS 350	GRAPHIC DESIGN SPECIALTY	3
PG 360	PACKAGING	3
MG 360	ADVANCED MOTION GRAPHICS	3
AD 460	ADVERTISING ART DIRECTION	3
AD 490	ENVIRONMENTAL ART DIRECTION	3
WD 420	WEB DESIGN SPECIALTY	3
PCW 310	PRINCIPLES OF COPYWRITING AND EDITING	3
IS 440	INDEPENDENT STUDY (optional)	1-4
PR 450	PORTFOLIO AND RESUME PREPARATION	3
TOTAL CREDIT HOURS		133

Course Descriptions for Graphic Art and Design (BGA)

General Education Courses

SPC 101 SPEECH

This course is designed to teach students the art of public speaking. This class gives students an opportunity to improve their self-confidence and enhance their career path in graphic arts, advertising and photography. Students will learn how to deal with clients; how to speak to clients; how to present ideas to clients and how to convince clients. Step-by-step students learn the art of public speaking and will be required to deliver at least two speeches before the class.

PL 103 PHILOSOPHY

This course examines creative issues and thinkers in the philosophical tradition. The course will be a combination of lecture and discussion and will focus on questions from four main areas of philosophy: metaphysics, epistemology, ethics and aesthetics.

PS 108 PSYCHOLOGY

This is a survey course of the science of psychology. It covers the key terms of most of the psychological concepts from brain biology to abnormal, motivational and developmental psychology. This course surveys a broad field of study. A study of the thinking and research behind various fields of psychology will lead to a discussion of how each field applies to human events in the everyday lives of people. An examination of how psychology also applies to advertising, graphic arts, illustration and photography will be made.

MTH 300 CONTEMPORARY MATH

Students will examine common uses of mathematics in everyday life. This course will also focus upon mathematics of choice, management applications, statistics, probability and growth and decay as they apply to finance.

AH 212 ART HISTORY/APPRECIATION

This course provides a broad coverage of the history of art from prehistoric cave painting through modern times. Students learn from lectures, slide presentations and reading. Students are taught art appreciation, art history, terminology, artists, art styles and the characteristics that distinguish individual artists and their styles. At the conclusion of this course, students are expected to be able to identify different artworks by artist and title. They will also be able to name the period, the style and influences of each work of art.

HWC 301 HISTORY OF WESTERN CIVILIZATION

This course presents students with a survey of Western Civilization from the ancient world to contemporary culture. Through discussion and appreciation of historical works, students will draw connections between the origins and influences of Western Civilization, as well as an understanding of its role in shaping cultures.

ES 300 EARTH SCIENCES: THE HUMAN ENVIRONMENT

This GE requirement was established, in part, because of the potent influence of science on society. Therefore, a major objective of this course is to help develop an understanding of the nature of science, including its philosophical basis, power and limitations. The content of the course is centered on life and its relationship to the environment.

LIT 211 AMERICAN LITERATURE

In this course, students trace the relationship between culture and art at various stages in literature, especially English-language literature. Students will explore texts that provide fine examples of the three main literary genres: fiction, poetry, and drama. We will look at some plays that are 2,500 years old, 500 years old and works in other genres dating back centuries. We

will also visit some contemporary work. We will talk about theme, point of view and voice, symbolism, imagery, figures of speech, forms, plot structure and irony. Students will focus on the ability to analyze these aspects of a work and articulate how and why various authors do what they do.

EN 270 ENGLISH

This English class will include intensive grammar review as well as writing assignments to complete a portfolio. Illustrations are encouraged to enhance the writing and the portfolio (these will add points to the grade). A research paper is required and must have the correct documentation and analysis format. Professional presentation of final portfolio is required for completion of this course.

SS 104 SUCCESS STRATEGIES

Success Strategies is a course in goal setting, techniques of note and test taking, problem solving skills, time management and critical thinking skill development. The course is designed to help each student improve his learning skills. In addition, students will acquire skills that are necessary to succeed as commercial artists. Life enhancing principles are also a major aspect of this course.

SBM 275 SMALL BUSINESS MANAGEMENT

Students will learn how to start and operate a small business with emphasis on business leadership and investment, as well as understanding the advantages and disadvantages of establishing a corporation, proprietorship and partnership.

Courses of Major

DC 102 DESIGN COMPOSITION

Students are introduced to the principles of design using a variety of media as they complete projects that emphasize various aspects of composition. They will learn about balance, repetition of shape, positive and negative space, focal point, the illusion of depth and motion.

BD 101 BASIC DRAWING

This fundamental course introduces the beginning art student to the principles of drawing. Accurate observations of shapes, forms, contours and tones will be stressed while learning to use a variety of media (e.g. pen and ink, graphite pencils, charcoal, marker, colored pencils, etc.). Fundamental understanding of perspective drawing concepts, including one-, two- and three-point perspective will also be taught in this course. Students will produce works of art using a variety of drawing techniques (e.g. cross-hatching, overlaying colors, stippling, washes, etc.).

CT 105 COLOR THEORY

In this course, students will explore different styles of traditional painting used in the illustration market. Various approaches will include the use of oil, acrylic and watercolor. Students will learn techniques and styles used by many contemporary professional illustrators. They will learn real-life applications and have assignments that complement those applications. An emphasis on concept through final art will be expected on each assignment with an adherence to approved concepts and color compositions.

AI 140 ADOBE ILLUSTRATOR

This course will teach students the Adobe Illustrator program, which is the industry standard for vector-based design in the graphic arts field. Students will learn to create their own designs, many of which will be based on real-world problems students will face on the job. Printing, color and design techniques (the latter learned in the various graphic design courses) will be integrated for completion of the various projects.

Course Descriptions for Graphic Art and Design (BGA)

APS 142 ADOBE PHOTOSHOP

Adobe Photoshop is the industry standard image-manipulation program, used mainly to modify and work with photographs. After completion of this course, the student will be able to use the computer to retouch a photograph, remove flaws within a photo and make color separations of a photograph. Students will also learn to use Photoshop to create images that incorporate illustrations, text and photographs. They will learn how the program functions within a design environment. The students will apply their skills of scanning to copy photos and artwork. This course will also teach integration with other programs.

PL 160 PAGE LAYOUT

InDesign is the program for page layout artists. It is used to create high-end advertisements, lay out magazines and books, as well as other print projects that need exacting typographic and layout specifications. InDesign also has the ability to produce interactive PDFs and Apps for the iPad. In this course, you will learn how to implement InDesign into the daily workflow of your design career. You will also break down actual ad and layout designs from magazines, newspapers and iPad Apps to discuss how these work and can be built within InDesign.

GD 115 GRAPHIC DESIGN I

Students will explore the theory of aesthetics and design concepts as it applies to graphics. The introduction of the creative process will be explored as students learn the importance of creative development. The class will also encompass a detailed investigation into the concepts of effective visual communication through the use of fundamental design principles with a goal of creative problem solving. There is also an emphasis in the commercial application of designing corporate graphics such as logos and symbol designs.

TY 110 TYPOGRAPHY

Students will study the history of lettering from ancient symbols to today's digital technology. Students will also study various type families, become familiar with the terminology and practice the art of hand lettering. Students will learn the art of designing with type and become familiar with different "moods" or "tones" type can have for different occasions. Students will also learn different styles of type used throughout history. Emphasis on rules for proper letter spacing, word spacing and the arrangement of type for maximum legibility will be stressed.

WD 285 WEB SITE DESIGN

Dreamweaver lets users create dynamic interactive content for the Internet. In this course, students will learn the basics for creating web sites using Adobe Dreamweaver CS5. Students will create their own online portfolio.

GD 220 GRAPHIC DESIGN II

This course is a continuation of Graphic Design I concerning the creative process. Emphasis is on conceptual execution with diverse projects including, simple packaging, ads, posters, brochures and brand identity. The course focuses on how people see and arrange visual information into a meaningful whole. Students

will also get a glimpse into specialized printing techniques, paper terminology and the various options concerning paper.

PA 240 PRODUCTION ART I

In this course, the student will learn a series of steps for creating a printed product, from the conception and execution of a design through editing and production of the finished product. Students will learn about various printing processes focusing mainly on offset lithography. Upon completion of the course, students will have a clear understanding of the four-color printing process and their role as a graphic designer in the process.

PA 250 PRODUCTION ART II

After completing this course the student will have a firm grasp of the fundamentals of digital layout techniques for tablet devices and online publishing. With the understanding of print production gained in Production Art I, students will have knowledge of pre-production and digital publishing solutions using software tools designed to develop interactive interfaces. Understanding the production process and communication between art director and production artist will be the focus of this study.

ID 280 INTERACTIVE DESIGN I

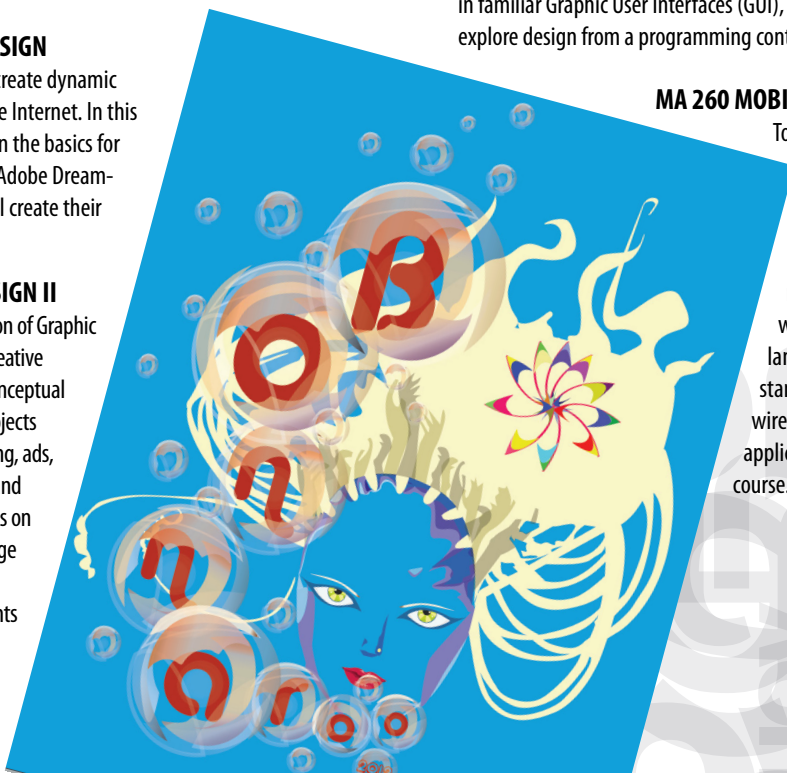
Interactive Design represents a critical and rapidly evolving construct of the overall Internet user experience. Whether an artist, programmer, web designer or otherwise, the need to manipulate and customize Internet content dynamically for each user is no longer an amenity, it's a necessity. While the concept of Interactive Design embodies a broad spectrum of techniques and methodologies, the purpose of this class is to focus on those most prevalent: Flash and HTML. Currently, Interactive Design is in state of rapid maturation, and learning both design technologies serves as the best way to pace with the industry's evolving current, without being left behind. By the end of the semester, students will build their own animations, games, web applications, advertisements and other interactive content for multiple platforms and devices through use of HTML and Flash.

ID 290 INTERACTIVE DESIGN II

The primary scope of the Interactive Design II course is to facilitate an intermediate understanding of design principles, creativity and innovation as translated through various web-programming languages. Students who are transitioning from Interactive Design I should be prepared to design in familiar Graphic User Interfaces (GUI), but they will venture further to explore design from a programming context.

MA 260 MOBILE APPLICATIONS

Today's digital world includes an application for everything. In this course, students will learn the basic skills to develop both online web apps and stand alone mobile device apps. Students will gain knowledge in basic app language coding and GUI. Understanding the development process for wire framing, coding and designing applications will be the focus of this course.





Course Descriptions for Graphic Art and Design (BGA)

WD 290 ADVANCED WEB DESIGN

This course provides students with advanced web development techniques that will be required for anyone seriously thinking of creating web sites for companies and/or clients. These techniques include the utilization of advanced Cascading Style Sheets (CSS), Hypertext Processor (PHP) and Content Management System (CMS) techniques to create interactive and data-driven web applications. By the end of the semester, students will be able to build and manage websites that go beyond the basics and provide clients with a fully-realized, extremely functional website.

MG 250 MOTION GRAPHICS

This class is designed to expose students to software and techniques used in the creation of professional motion graphics. With the demand for motion graphics in all aspects of marketing, communication and content production on the rise, having an understanding of key concepts and methods as well as experience with different software will provide greater flexibility and capability for graphic designers and videographers. Beginning with key frames, this class examines the basics of motion graphic creation and animation. Utilizing particle emitters, behaviors, filters and effects, the students will create pro-level graphics presentations on multiple software platforms.

GD 230 GRAPHIC DESIGN III

This course will explore the history of advertising and examine its role and importance in society. The student will learn the basics of marketing and product positioning with a focus on conceptualization, reflection and refinement through the creative process. How an advertising campaign develops, from the concept to final executions including newspapers, magazines, direct mail, television, radio and billboards will be explored, including the use of new medias (e.g. online advertising and social media).

SM 280 SOCIAL MEDIA DESIGN

Designing for online isn't just limited to a brand's website anymore. Social communities like Facebook and Twitter have allowed brands to communicate with their audiences in a new way. Students taking this course will learn the challenges and limitations of User Interface (UI) design and code development for these commonly used online sites. This unique course will help students gain valuable knowledge of evolving digital media development and user interface design.

GD 240 GRAPHIC DESIGN IV

This course will examine advanced concepts of developing brand elements with an emphasis on execution and presentation. Students will conceptualize and produce various collateral materials including identity, packaging and web vehicles to promote and sell a brand through intelligent graphic design and learning the importance of, and techniques for, generating and selling design concepts to a client.

TY 216 ADVANCED TYPOGRAPHY

Students will delve deeper into the usage of type as a major design element. Real life projects will allow students to "practice" choosing appropriate type design for the subject/client as well as executing unique possibilities that focuses on using type as shape and form. They will learn to properly use space, the typographic grid and hierarchy in their designs. Students will appreciate the use of typography as a graphic art solution.

3DM 380 3D MODELING

This course will allow students to be introduced to the world of 3D visualization using Maya. Maya is recognized as an industry standard in various fields like print, game design and animation. This will be the first major step for students in 3D principles. Students will start by learning the interface and how to manoeuvre around the application. As students progress, modeling, texturing and UV layout concepts will be explored. By the conclusion of this class, students will be able to create simple objects or environments and will texture, light and then render them for print purposes. Students will use Final-Cut Pro to learn how to move shapes and forms to effectively present visual communications.

TN 425 3D TECHNOLOGIES

Throughout this course, students will further develop their understanding of the 3D realm as they expand on the modeling and texturing side of 3D. They will learn advanced techniques of how to light and texture; render models and scenes and explore modeling hard and organic objects. Students will learn how to create textures for 3D objects, environments and figures. This course is designed to provide each student with a foundation on how to tackle any modeling challenges they may face and equip them to model professionally and efficiently in a 3D environment.



GDS 350 GRAPHIC DESIGN SPECIALTY

Understanding the world of trade advertising will be the focus of this course. Students will move through the entire process of brand identity creation, executing both trade and consumer advertising campaigns. Executions include direct marketing, social marketing and utilizing media such as, print, tradeshow booth graphics, online and unique out-of-home possibilities.

PG 360 PACKAGING

This introduction to packaging design will allow students to see the importance of packaging in the marketplace. From Point of Purchase (P.O.P.) to unique product design, students will learn how to design packaging from concept to prototype. A gained knowledge of packaging's role in cultural society as well as brand importance will be addressed. Final pieces will be executed and either photographed or digitally rendered so that each piece is portfolio ready.

MG 360 ADVANCED MOTION GRAPHICS

In this phase two of motion graphics, students will explore deeper concepts of software and techniques used in the creation of professional motion graphics. Learning more in depth approaches in animation, typography and titling sequences to short film narratives. By utilizing lessons from the first Motion Graphics, this class examines more skilled motion graphic creation and animation. Students will continue their understanding of particle emitters, behaviors, filters and effects to create pro-level graphics presentations on multiple software platforms.

AD 420 ADVERTISING ART DIRECTION

This course replicates the professional design studio with the instructor serving as the creative director, buyer or client. The course focuses on the students solving professional advertising solutions in graphic design. Special attention is given to research, idea generation, audience consideration, execution and production. The students will assume the role of the art director and will be required to collaborate with either photographers or illustrators from the college's associated degree programs to complete their projects. This intense course will allow the student to experience the leadership responsibilities an art director assumes within an advertising agency environment.

AD 490 ENVIRONMENTAL ART DIRECTION

The term "environmental" in this case isn't associated with the global eco movement referred to as "green". The course focuses on the students solving professional art direction challenges as it pertains to advertising elements within special environments (e.g. in-store signage, graphic displays, product point-of purchase elements, including kiosks, outdoor building signage, etc.). Attention is given to research, idea generation, audience consideration, execution and production as it relates to marketing strategies for today's brands and their products or services. Students may be required to collaborate with photographers and/or illustrators as needed from the college's associated degree programs.

WD 420 WEB DESIGN SPECIALTY

By working in a collaborative team environment, this course is designed to enable students to choose an area of web design interest in which they may wish to pursue additional knowledge. The three major areas of web development will be examined: front end (User Interface Design), back end (Production of data-driven Management) and integration (The ability to understand and execute both front end and back end areas of web development).

PCW 310 PRINCIPLES OF COPYWRITING AND EDITING

The focus of this course is to provide students with the essential skills for professional copywriting and editing. Students will learn how to recognize the purpose behind any piece of copy, use creative skills to make their copy reach target audiences, apply technical specifications to any piece of copy through the use of style sheets and format spoken English into acceptable professional copy.

IS 440 INDEPENDENT STUDY

Independent study courses are individually designed to meet specific needs of students. They may vary from one to four semester hours of credit. They may be in any subject area a student needs in order to complete degree requirements. Independent study courses must be approved by a member of the faculty and by the Vice President of Academic Affairs.

PR 450 PORTFOLIO/RESUME AND CAREER PREPARATION

This intensive capstone course provides students with the technical, conceptual and aesthetic skills to organize and develop an outstanding professional portfolio. Students will build on their comprehensive body of work while at Nossi College of Art to create this professional portfolio. Self-promotional identity themes are developed along with a thorough review of student resumes, cover letters and business cards. Interviewing techniques and job search preparation are also stressed. Portfolios, resumes, business cards and self-promotional materials are showcased at the mandatory Tri-Annual Portfolio Review. Industry professionals and potential employers attend the event.

