



Associate of Occupational Studies (AOS) Interactive Graphic Design

Educational Objectives

This program is a highly specialized field of study designed to train students for advertising agencies, design firms, web and mobile design agencies, print vendors, sign shops, record companies, TV/cable networks and post production companies as well as book, magazine and newspaper publishers in print, mobile and online applications.

Today's employers are looking for designers who possess the skills and education needed to meet advances with digital media and electronic devices while understanding the role print still plays in this field. Tablet and online publishing, mobile application development, social media graphic user interface design, web design, knowledge in interactive and motion graphics and traditional graphic design strategies are key principles in courses offered by Nossi College of Art. These skills will continue to be highly desired in the creative community.

With Nossi's interactive graphic design program, students will gain expertise to meet the requirements of intricate digital and print platforms – making them highly successful digital designers in this ever-evolving field.

Our interactive graphic design instructors are some of the best in the industry, and they are currently working full-time in their creative field. This ensures relevant content and teaching methodologies to arm our students with what they need for a successful future.

All 76-semester hours must be successfully completed with a minimum 2.0 grade point average to qualify for graduation.

The normal duration of the AOS Interactive Graphic Design program is six semesters (24 months). Graduates of this program complete 76 credit hours and earn an Associate Degree of Occupational Studies in Interactive Graphic Design.

Course Number	Course Title	Credit Hours
DC 102	DESIGN COMPOSITION	3
CT 105	COLOR THEORY	3
BD 101	BASIC DRAWING	3
SS 104	SUCCESS STRATEGIES	4
TY 110	TYPOGRAPHY	3
AI 140	ADOBE ILLUSTRATOR	3
APS 142	ADOBE PHOTOSHOP	3
PL 160	PAGE LAYOUT	3
GD 115	GRAPHIC DESIGN I	3
PA 240	PRODUCTION ART I	3
WD 285	WEB DESIGN	3
EN 270	ENGLISH	4
GD 220	GRAPHIC DESIGN II	3
ID 280	INTERACTIVE DESIGN I	3
SM 280	SOCIAL MEDIA DESIGN	3
AH 212	ART HISTORY	4
GD 230	GRAPHIC DESIGN III	3
MA 260	MOBILE APPLICATIONS	3
ID 290	INTERACTIVE DESIGN II	3
SBM 275	SMALL BUSINESS MANAGEMENT	3
WD 290	ADVANCED WEB DESIGN	3
MG 250	MOTION GRAPHICS	3
PA 250	PRODUCTION ART II	3
PR 295	PORTFOLIO/RESUME AND CAREER PREPARATION	4
TOTAL CREDIT HOURS		76

Course Descriptions for Interactive Graphic Design (AOS)

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 and the illusion of depth and motion.

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.

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.).

SS 104 SUCCESS STRATEGIES

Success Strategies is designed to assist students in developing or improving learning techniques, basic math and communication skills. In addition, students will acquire skills that are necessary to succeed as commercial artists, as well as in their everyday lives. Time management, communication, goal-setting and life-enhancing principles will be emphasized.

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 create 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.

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 that 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.

APS 142 ADOBE PHOTOSHOP

Adobe Photoshop is the industry standard image-manipulation program, used mainly to modify and work with photographic images. 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

Students will learn to work with copy and the importance of typography will be explained. Through a series of projects, students will gain a greater understanding of page layout and its uses in the design industry.

GD 115 GRAPHIC DESIGN I

Students will explore the theory of aesthetics and design concepts as it applies to graphics. The class will also encompass a detailed investigation into the principles and concepts of effective visual communication through the use of two- and three-dimensional design 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.





Course Descriptions for Interactive Graphic Design (AOS)

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 a graphic designer takes in this process.

WD 285 WEBSITE DESIGN

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

EN 270 ENGLISH

This course provides students with an introduction to writing and editing at the professional level. Students will display their creative skills in work ranging from ad copy to business correspondence and develop their editing abilities in peer review workshops led by the instructor. Students will learn to apply their ideas toward target audiences with an emphasis on tone and language suitable to today's marketplace.

GD 220 GRAPHIC DESIGN II

This course is a continuation of Graphic Design I. Emphasis is in the design requirements and production techniques for the printing process. Students learn the use of various types of specialty printing and finishing procedures such as thermography, die cutting, embossing, foil stamping and varnish techniques. The course focuses on how people see and arrange visual information into a meaningful whole.

ID 280 INTERACTIVE DESIGN I

Interactive Design I 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 is 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 a 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 both HTML and Flash.

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. This course will teach 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.

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 readings. 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.

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).

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.

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.

Course Descriptions for Interactive Graphic Design (AOS)

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.

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 web sites 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.

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 the art director and production artist will be the focus of this study.

PR 295 PORTFOLIO/RESUME PREPARATION

This course provides students who are about to graduate an opportunity to explore the presentation and interviewing techniques used to find employment. Positive self-image and goal-setting concepts are reintroduced. Students are also expected to produce ready-for-publishing artwork for their portfolios. They are given instructions in portfolio presentation and preparation of their own resumes and cover letters. A mandatory portfolio review is scheduled each semester for students to interact with business people in related fields. Prior to this event, each student's professional portfolio and required job search materials must be reviewed and approved by appointed college representatives.



Great things come
in small packages.

