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.

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.

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	PRINT PAGE LAYOUT	3
GD 115	GRAPHIC DESIGN FUNDAMENTALS	3
PA 240	PRODUCTION ART	3
WD 285	WEB LANGUAGE I	3
EN 270	ENGLISH	4
GD 220	GRAPHIC DESIGN PROCESSES	3
ID 280	INTERACTIVE DESIGN I	3
SM 280	SOCIAL MEDIA DESIGN	3
AH 212	ART HISTORY	4
GD 230	GRAPHIC DESIGN ADVERTISING	3
MA 260	MOBILE APPLICATIONS	3
ID 290	INTERACTIVE DESIGN II	3
SBM 275	SMALL BUSINESS MANAGEMENT	3
WD 290	WEB LANGUAGE II	3
MG 250	MOTION GRAPHICS	3
PL 250	INTERACTIVE PAGE LAYOUT	3
BUS 295	PORTFOLIO AND PROMOTION	4
TOTAL CREDIT HOURS		**76**

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 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, the illusion of depth and motion.

CT 105 COLOR THEORY
Students are introduced to the principles of color theory utilizing various affects, techniques and mediums to create a comprehensive understanding of color principals. Light, hue, value and saturation are all explored in the course and students will learn many aspects of color relationship, application and how to affectively utilize the many facets of color and color theory in the commercial art field.

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 mediums, i.e. pen and ink, graphite pencils, charcoal, marker and colored pencil techniques. 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 i.e: cross-hatching, hatching, scumbling, back-fourth strokes, overlaying colors, stippling and washes.

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 necessary to succeed as commercial artists. Life-enhancing principles are also a major aspect of this course.

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 the feel 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 readability will be stressed.

AI 140 ADOBE ILLUSTRATOR
This course teaches the Adobe Illustrator program, industry standard for vector-based design in the graphic arts field. Students will learn to create their own designs, illustrations and reach an understanding of the types of 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.

APS 142 ADOBE PHOTOSHOP
This course teaches students how to work with Adobe Photoshop, the industry-standard photo-manipulation program, from a graphic designer's standpoint. This course will introduce students to the steps necessary for preparing digital files for reproduction at a commercial printer, web design and digital publishing. Students will learn techniques for color management, image and color adjustments, image repair, montage techniques, and preparing images for various output.

PL 160 PRINT 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 and newspapers to discuss how these work and can be built within InDesign.

GD 115 GRAPHIC DESIGN FUNDAMENTALS
Students will explore the theory of aesthetics and design concepts as it applies to graphics. It will also encompass a detailed investigation into the principles and concepts of effective visual communications through the use of two- and three-dimensional design with a goal of creative problem solving. There is also an emphasis in Information Gathering, Step 1 of the Nossi 9 Step Creative Process and commercial application of designing corporate graphics such as logos and symbol designs.

PA 240 PRODUCTION ART
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 this course, the student will have a clear understanding of the four-color printing process and their role as graphic designer in the process.

WD 285 WEB LANGUAGE I
Knowledge of basic Web Design is rapidly becoming a prerequisite skill in many technology-oriented occupations. Even for those who do not intend to enter a career exclusively in web design, the current demand for basic abilities to create and manage a web presence is becoming widely expected. In WD 285, students will be introduced to prototyping web designs, a variety of web programming languages such as HTML5 and CSS3,
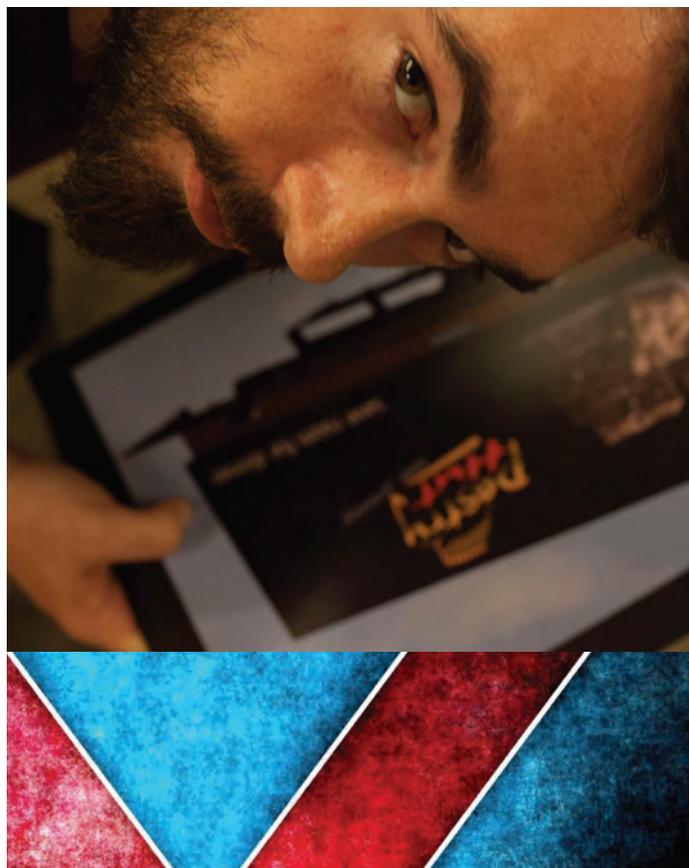
a variety of industry standard web editing tools, creation and optimization of web graphics and animations, web page layout and authoring web pages to the Internet. By the end of the course, students should feel comfortable designing web content from scratch or editing existing web content regardless of their chosen career path.

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 resume and a cover letter are a separate part of the writing. A R] 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.

GD 220 GRAPHIC DESIGN PROCESSES

This course is a continuation of Graphic Design Fundamentals concerning the creative process. Emphasis is on conceptual execution with diverse projects including simple packaging, ads, posters, print design and brand identity. The course focuses on how people see and arrange visual information into a meaningful whole. Students will also get a deep-dive into specialized printing materials and techniques, design terminology, digital design and the 'business of design.'

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 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 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. Students taking this course will learn the challenges and limitations of designing for these commonly used online sites as well as the history and theory of online social interaction. This unique course will help students gain valuable knowledge of evolving

digital media development and user interface design to help them not only know how to design for currently popular online services but also to adapt to the constantly changing social media landscape.

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, outside reading as well as reading the assigned class textbook. The students in this course are taught art appreciation, art history, terminology, artists and art styles and the characteristics that distinguish individual artists and styles. At the conclusion of this course students are expected to be able to identify different art works and then name the period, the style, its characteristics, influences and the artist.

GD 230 GRAPHIC DESIGN ADVERTISING

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, Steps 3, 4 and 5 of the Nossi 9 Step 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, i.e. online advertising and social media.

MA 260 MOBILE APPLICATIONS

This class has the intended objectives of learning mobile native and web application development processes and methodologies. The tools utilized to implement these objectives include Adobe Illustrator and Photoshop for prototyping. Reputable text editors such as SublimeText, Brackets, or Adobe Dreamweaver will be among the tools used to code, and libraries and frameworks such as jQuery Mobile, Bootstrap, and PhoneGap will be among the technologies used for development. Integrated development environments such as Xcode and Android Studio will be explored as well.

ID 290 INTERACTIVE DESIGN II

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 is necessary. 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 HTML5. Currently, Interactive Design is in state of rapid maturation, and learning both design technologies serves as the best way to pace with the industries 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.

SBM 275 SMALL BUSINESS MANAGEMENT

In this course, students will learn the skills and procedures necessary to start a successful freelance operation. Students learn the advantages and disadvantages of freelancing and also what steps are necessary to protect their creative property and ensure that they are paid according to their skills and demand. Ethical standards as well as moral standards will be explored so students may understand fair competition in the freelance world.

WD 290 WEB LANGUAGE II

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. The scope of the course is to reinforce previously learned front-end development technologies including advanced CSS and HTML5, and Javascript. In addition, students will be introduced to back-end development and learn to integrate Content Management Systems into their development workflow as a means to create dynamic, interactive, 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 to fully-realized, extremely functional web sites.

MG 250 MOTION GRAPHICS

This class is designed to expose the student 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 will provide greater flexibility and capability for graphic designers and videographers. Beginning with keyframes, this class examines the basics of motion graphic creation and animation. Utilizing Adobe After Effects, the students will create pro-level graphics presentations.

PL 250 INTERACTIVE PAGE LAYOUT

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.

BUS 295 PORTFOLIO AND PROMOTION

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.