

# GRAPHIC DESIGN AND PHOTOGRAPHY, CERTIFICATE OF ACHIEVEMENT (C): GRAPHIC DESIGN CONCENTRATION

## Overview

The Graphic Design & Photography Department offers a one-year Graphic Design Certificate. This certificate provides career technical training and education in creative problem-solving that can be used to qualify for jobs in the Graphic Design field after completion. It also prepares a student for transfer to four year institutions such as: Cal Poly, San Luis Obispo; California State University, Long Beach; California State University, San José; California State University, Los Angeles, CalArts, CCA or OTIS.

The goal of the Graphic Design curriculum is to develop creativity, conceptualisation and problem-solving skills, as well as train in the tools of the industry. The program begins with a foundation in design elements and principles applied to digital and analog tools. Then proceeds to encourage students to "learn to see" and develop their skills in creating unique and interesting concepts and solutions. Digital tools instruction, design principles, creative thinking, and problem-solving techniques, as they apply to the graphic arts, give the student a strong foundation for entry into the workforce, and for advanced study at other colleges and universities. Students work in a state-of-the-art Digital Arts Center for hands-on digital tools training.

Graphic Design students create projects using all manner of digital tools that integrate typography, page layout, illustration, photography, and color management. The curriculum is based on the belief that the graphic designer is a visual and verbal communicator who is able to develop creative solutions for a variety of design and communication problems.

## Requirements

### Certificate of Achievement Requirements

Complete all Department Requirements for the Certificate of Achievement with a cumulative grade point average (GPA) of 2.0 or better. Candidates for a Certificate of Achievement are required to complete at least 20% of the department requirements through SBCC.

Code	Title	Units
<b>Department Requirements</b>		
GDP 110	Media Design	3
GDP 111	Introduction to Graphic Design	3
GDP 112	Digital Literacy for Media Artists and Designers	3
or GDP 116	History of Graphic Design	
GDP 113	Typography	3
GDP 114	Intermediate Graphic Design	3
GDP 118	Creative Thinking	3
GDP 212	Graphic Design II	3
GDP 215	Publication Design	3
GDP 230	Portfolio	3

Complete one course from the following: 3

ART 193	Beginning Printmaking: Silkscreen
MAT 153	Web Design I
PHOT 109	Introduction to Photography

**Total Units** 30.00

### Strongly Recommended

Code	Title	Units
ART 120	Fundamentals Of Drawing	3
ART 140	Studio Art Foundations (2-D)	3

## Learning Outcomes

1. Apply design principles to both print and screen layouts.
2. Demonstrate proficiency using industry-standard software to produce graphic design layouts that are print-ready digital files.
3. Define professional terminology for the graphic design and print industry.
4. Demonstrate a sense of aesthetics for design and typography in the visual communication field.
5. Identify and apply their creative abilities to communicate ideas with confidence.
6. Demonstrate effective evaluation techniques, such as critiquing, to test and revise ideas and designs.
7. Develop professional quality design concepts and layouts.

## Recommended Sequence

Make an appointment with your SBCC academic counselor through Starfish to create a Student Education Plan that reflects a recommended course sequence for this program that is tailored to your individual needs.

How to schedule an Academic Counseling appointment (<https://www.sbcc.edu/counselingcenter/counselingappointments.php>).