

Graphic Design

GRAP 101 (1145) Graphic Communication

Reading Placement Test Level: Reading Essentials

Prerequisite: None

Credit Hours: 3

This is a basic course in writing copy for the graphic industry. Basic grammar rules and punctuation will be reviewed. Instruction will be given in research methods used by copy writers as well as digital methods of typesetting. Guidelines for combining image and type, writing effective headlines, slogans, and body copy for all type of print ads will be included. Communicating with a client and other graphic design professions (i.e., printers, typesetters, manufacturers, etc.) will be covered.

GRAP 107 (1099) Introduction to Desktop Publishing

Reading Placement Test Level: Reading Essentials

Prerequisite: None

Credit Hours: 3

This introductory course into the Macintosh computer explores basic computer skills, with emphasis given to page layout for desktop publishing. Students will learn basic skills using design and illustration, photo-imaging, and page layout software.

GRAP 113 (1136) Three-Dimensional Design

Reading Placement Test Level: Reading Essentials

Prerequisite: None

Credit Hours: 3

An introduction to the depth, volume, and spatial organization as an additive to two-dimensional elements and principles of design. The evolution of form and the dynamics of structure are explored with various materials, techniques, and processes.

GRAP 118 (1117) Typography

Reading Placement Test Level: Reading Essentials

Prerequisite: None

Credit Hours: 3

An introduction to the theory and practice of typographic design. The principles of type are studied focusing on letterforms, point size, kerning, leading, and appropriate type selection. The study and identification of type families and categories will be emphasized. Students will learn the typographic elements and techniques by which they can effectively communicate to a mass audience. Instruction will consist of lecture, class discussion, and projects.

GRAP 120 (1028) Color Theory

Reading Placement Test Level: Reading Essentials

Prerequisite: None

Credit Hours: 3

This course explains the basic principles of color as applied to pigment, light, and print. Color psychology, symbolism, manipulation, sensation, temperature, and harmonies, stimulate further inquiry into graphic design and client/sales persuasion. The course uses lecture, discussion, and color exercises to explore color theory and application.

GRAP 122 (1112) Illustration

Reading Placement Test Level: Reading Essentials

Prerequisite: None

Credit Hours: 3

This course focuses on illustration as a communicative device in developing total design concepts to solve graphic problems of professional scope and complexity in a variety of media. Freelance illustration for all the design disciplines (fashion, graphics, product, interiors, and environmental) will be discussed as well as illustration trends in the field.

GRAP 128 (1097) Digital Animation

Reading Placement Test Level: Reading Essentials

Prerequisite: None

Credit Hours: 3

An introductory course in digital animation using Adobe Flash software. Creating moving images in SWF file format specifically for use on the Internet will be featured.

GRAP 130 (1114) Mixed Media

Reading Placement Test Level: Reading Essentials

Prerequisite: None

Credit Hours: 3

An advanced course dealing with the relationship of the designer to different audiences. The potential of graphics as a vehicle for communication in signage, editorials, print, packaging, television, radio, and displays. Traditional and electronic media will be utilized to develop concepts specific to a client's needs and/or constraints. Design trends will be explored as pertaining to different graphic materials.

GRAP 151 (1113) Cartooning (IO)

Reading Placement Test Level: Reading Essentials

Prerequisite: None

Credit Hours: 3

This course deals with a variety of illustration techniques as they apply to the field of cartooning. Drawing the human figure, multiple points of view and perspective, comic book styles, and various comic strips will be covered in this course.

GRAP 152 (1114) Graphic Communication Internship (IO)

Reading Placement Test Level: Reading Essentials

Prerequisite: None

Credit Hours: 3

This course provides students a professional graphic design work experience through a directed and evaluated internship within the community. On-the-job training will allow students to learn first-hand responsibilities including deadline, employer demands, bidding, pricing, working with a client, as well as become familiar with the environmental differences of an advertising agency, graphic design studio, or print production house.

GRAP 161 (5151) Interactive Media

Reading Placement Test Level: Reading Essentials

Prerequisite: None

Credit Hours: 3

Students will learn to use computer technology to enhance presentations and create interactive educational and training materials. Screen design, animation, and scripting will be studied to produce custom design multimedia models.

GRAP 201 (1116) Professional Preparation

Reading Placement Test Level: Reading Essentials

Prerequisite: None

Credit Hours: 3

This course will deal with the development of a portfolio, resume, business card, letterhead, and personal logo in preparation for work in the field. Interviewing techniques, business practices, professional associations, resources, and job-seeking skills will be discussed.

GRAP 204 (1137) Digital Illustration

Reading Placement Test Level: Reading Essentials

Prerequisite: None

Credit Hours: 3

This course will focus on using the Macintosh computer as an Illustrative/Graphic Design tool. Students will create graphics and illustrations using Adobe Illustrator. The use of design and illustration is emphasized.

GRAP 206 (1140) Photo Editing Software

Reading Placement Test Level: Reading Essentials

Prerequisite: None

Credit Hours: 3

This is an introductory course in photo-imaging using the computer, a scanner, a digital camera, and Adobe Photoshop software. Students will learn to create and manipulate photo images and incorporate those images into graphic design. Image quality and the use of photography in the design process will be emphasized.

GRAP 208 (1139) Website Design Software

Reading Placement Test Level: Reading Essentials

Prerequisite: None

Credit Hours: 3

This course will feature Adobe Dreamweaver software. Students will learn about creating web pages and then create one for their online portfolios. These pages will be linked to the Labette Community College Graphic Design page for use by the students as a web presence as they seek employment.

GRAP 210 (1143) Digital Page Layout

Reading Placement Test Level: Reading Essentials

Prerequisite: None

Credit Hours: 3

Using InDesign as the platform students will incorporate graphics, scanned images, digital photography and text into advanced design projects. Concept development, design quality, and effectiveness of communication will be emphasized.

GRAP 212 (1142) Digital Animation II

Reading Placement Test Level: Reading Essentials

Prerequisite: GRAP 128 Digital Animation

Credit Hours: 3

An advanced course for students who have mastered the basics of digital animation and are ready to move on to more complex projects. This course will focus on interaction animation.

GRAP 214 (5159) Interactive Media Project Development

Reading Placement Test Level: Reading Essentials

Prerequisite: GRAP 161 Interactive Media

Credit Hours: 3

This course will include the steps necessary to create and complete projects for Internet and/or multimedia, from concepts to storyboarding and prototyping.

GRAP 216 (1138) Production Art

Reading Placement Test Level: Reading Essentials

Prerequisite: None

Credit Hours: 3

Students will study the fundamentals of preparing text and artwork for commercial printing. Traditional and digital methods to produce mechanicals will be explored. Communication with the printer or service bureau will be discussed.

Reading Essentials Placement Scores: ACT 0-12, COMPASS 0-54

College Reading Placement Scores: ACT 13-16, COMPASS 55-74

No Reading Course Required Placement Scores: ACT 17 or Higher, COMPASS 75 or higher

IO = Infrequently Offered Course