

Graphic and Multimedia Design

Complete List of Courses

GMD 101: Introduction to Graphic and Multimedia Design

Units: 3.00

Introduces the concepts and practices applicable to graphic and multimedia design, including the elements and principles of composition, divergent thinking, and the creative process. Through a series of design projects, students begin to develop a portfolio, which explore visual communication and self-expression. Includes instruction in several software applications.

GMD 104: Graphic Design for Web and Social Media

Units: 3.00

Introduces the fundamental concepts, terminology and techniques to design and manage brand identity for web and social media with applications such as Twitter, Facebook, Instagram, YouTube, Tumblr, and emerging social media platforms.

GMD 107: Multimedia for Web and Social Media

Units: 3.00

Introduces the fundamental concepts, terminology and techniques to produce and manage multimedia assets including images, graphics, video, animation and sound for web and social media using applications such as Illustrator and Photoshop.

GMD 120: History of Graphic Design

Units: 3.00

Surveys the origin and evolution of graphic design, including the development of typography, advertising, poster design, illustration, corporate identities and trademarks.

GMD 142: Digital Illustration

Units: 3.00

Introduces digital illustration for graphic design using Adobe Illustrator and Adobe Photoshop. Topics include: book, editorial and package design.

GMD 144: Graphic Design I

Units: 3.00

Introduces the design of print graphics, covering various page layout formats and the fundamentals of typographic design. Includes instruction in several software applications.

GMD 145: Type and Typography

Units: 3.00

Introduces type and typography for visual communication. Traditional and contemporary techniques are combined to explore the art of letterforms.

GMD 173: Motion Design

Units: 3.00

Introduces the fundamental concepts, terminology, and techniques of motion design using industry standard software such as Adobe AfterEffects.

GMD 177: Web and Interactive Design

Units: 3.00

Introduces the fundamental concepts, terminology and techniques of web and interactive design using CMS (web content management system) platforms.

GMD 242: Graphic Design II

Units: 3.00

Introduces advanced visual communication skills in print graphics, using graphic software applications to explore logo, advertising and publication design.

ART 124A: Drawing I

Units: 3.00

The beginning course in drawing experiences emphasizing basic drawing techniques in a variety of media and compositional and design fundamentals.

CWE 186GMD: Cooperative Work Experience Education Graphic & Multimedia Design (Unpaid)

Units: 1.00 – 4.00

Provides students with the opportunity to apply knowledge and skills gained in the area of Graphic and Multimedia Design from college courses or career exploration in an actual work setting. Maximum of 4 units per enrollment. Students must work at the internship site a minimum of 60 hours per unit for an unpaid internship in order to receive credit.

CWE 186GMD: Cooperative Work Experience Education Graphic & Multimedia Design (Paid)

Units: 1.00 – 4.00

Provides students with the opportunity to apply knowledge and skills gained in the area of Interior Design from college courses or career exploration in an actual work setting. Maximum of 4 units per enrollment. Students must work at the internship site a minimum of 60 hours per unit for an unpaid internship in order to receive credit.