

ART & DESIGN/GRAPHIC DESIGN (ARGD)

ARGD 211 Fundamentals of Adobe Creative Suite - Mac (3 credits)

A project and exercise-based approach to learning the programs used by graphic designers on Macintosh computers, covering the fundamentals of the latest versions of the Adobe Creative Suite series: Adobe Illustrator CS, InDesign CS, and Adobe Photoshop CS. These programs are prerequisite for all those interested in working within the design and publishing industries. The use of scanners for importing both art and text will also be investigated. Instruction in the course is tutorial-based, with supplemental lectures and demonstrations.

ARGD 423 Advertising Design (3 credits)

Prerequisite(s): VCDS 311. Restriction(s): For Graphic Design majors only. The specific nature of advertising and its connection to graphic design. What is involved in creating an advertising campaign. How designers work with advertisers and copywriters. A brief history of advertising and advertising agencies.

ARGD 424 Publication Design (3 credits)

Prerequisite(s): VCDS 311. Restriction(s): For Graphic Design majors only. How to effectively design a publication so that it easily communicates the client's needs. Combining type, photography and illustration in a page layout. Variations and limitations encountered in designing a publication. Design systems used in creating publications.

ARGD 434 Package Design (3 credits)

Prerequisite(s): VCDS 311. Restriction(s): For Graphic Design majors only. A survey of the state of the art in packaging. Course projects will be based on the consumer product industry. Graphic problems for three-dimensional objects and display. Package design comprehensive techniques for art director and client presentation. Grasping product essence and interpreting client needs and the demands of the marketplace.