CHAPTER 1

1.0 INTRODUCTION

This chapter provides an overview of the Valencia Community College's Graphic and Interactive Design program. It includes information on the program's mission, goals, and objectives, as well as a description of the curriculum and the skills students can expect to gain. The chapter also highlights the importance of the program in preparing students for careers in the graphic design industry.

1.1 PROGRAM MISSION

The Graphic and Interactive Design program is designed to provide students with the knowledge and skills necessary to succeed in the graphic design industry. The program emphasizes the latest trends and technologies in graphic design, ensuring that students are prepared for the demands of the job market.

1.2 PROGRAM GOALS

The goals of the Graphic and Interactive Design program are to:
- Provide students with a comprehensive understanding of graphic design principles and techniques
- Prepare students for careers in the graphic design industry
- Encourage critical thinking and problem-solving skills
- Foster a love for learning and creativity

1.3 PROGRAM OBJECTIVES

The objectives of the Graphic and Interactive Design program are to:
- Offer a curriculum that is relevant and up-to-date
- Provide opportunities for hands-on learning and real-world experience
- Offer a variety of electives to allow students to explore their interests
- Provide support for students through advising and career placement services

1.4 CURRICULUM

The curriculum of the Graphic and Interactive Design program includes courses in graphic design principles, typography, visual communication, digital design, and interactive design. Students also have the opportunity to take electives in areas such as photography, illustration, and animation.

1.5 SKILLS ACQUIRED

Students in the Graphic and Interactive Design program will acquire the following skills:
- Graphic design principles and techniques
- Critical thinking and problem-solving skills
- Creativity and innovation
- Digital design and interactive design
- Communication and collaboration skills

1.6 CAREER OPPORTUNITIES

Graduates of the Graphic and Interactive Design program have a wide range of career opportunities, including:
- Graphic designers
- Interactive designers
- Web designers
- Illustrators
- Brand designers
- Advertising designers

1.7 PROGRAM ADVISORS

Students are encouraged to consult with their academic advisors to ensure they are on track to meet their academic and career goals. The program offers a variety of advising options, including individual and group advising sessions.

1.8 CONCLUSION

The Graphic and Interactive Design program at Valencia Community College is designed to provide students with the knowledge and skills necessary to succeed in the graphic design industry. With a comprehensive curriculum and a focus on hands-on learning, the program offers students a pathway to a rewarding career in graphic design.

2.0 PROGRAM REQUIREMENTS

The Graphic and Interactive Design program requires the completion of 90 credit hours, including general education requirements and major coursework. Students must meet the following requirements to graduate:
- Completion of the A.S. degree in Graphic and Interactive Design
- Completion of specific courses required for the major
- Achievement of a minimum GPA of 2.0

2.1 GENERAL EDUCATION REQUIREMENTS

All students in the Graphic and Interactive Design program must complete the following general education requirements:
- Mathematics (6 credits)
- Social Science (6 credits)
- Humanities (6 credits)
- Science (6 credits)
- English (3 credits)

2.2 MAJOR REQUIREMENTS

The major requirements for the Graphic and Interactive Design program include coursework in graphic design principles, typography, visual communication, digital design, and interactive design. Students must complete the following courses to fulfill the major requirements:
- Graphic Design Support (15 credits) (CIP # 0660010203)
- Graphic Design Support (15 credits) (CIP # 0611080302)
- Interactive Design Support (24 credits) (CIP # 0660010204)
- Graphic Design Production (24 credits) (CIP # 0611080303)

2.3 PROGRAM REQUIREMENTS

The Graphic and Interactive Design program requires the completion of specific courses required for the major. Students must complete the following courses to fulfill the program requirements:
- Graphics - Interactive Design Support (15 credits) (CIP # 0660010203)
- Graphic Design Production (24 credits) (CIP # 0611080303)

2.4 START RIGHT

Degree-seeking students enrolling at Valencia for the first time will have a limited range of courses from which to choose for their first 18 college-level credits. Within the first 18 college credit hours, you will be required to take ENC1101 (3 credits), and if applicable, SLS 1122 (3 credits) and a mathematics course appropriate to your selected meta-major (3 credits). The remaining courses will be chosen from the General Education Core Courses in humanities (3 credits), science (3 credits), or social science (3 credits), and/or the introductory courses within the A.S. degree programs. For specific courses see the Foundation Courses on the “Program Requirements” tab. For course sequencing recommendations, see your Career Program Advisor or create an education plan by logging into Atlas, clicking on the LifeMap tab and clicking My Education Plan.

2.5 POTENTIAL CAREERS

The Graphic and Interactive Design program prepares students for careers in the graphic design industry. Graduates can pursue careers as graphic designers, interactive designers, web designers, advertising designers, and more. Some potential career opportunities include:
- Graphic designer
- Interactive designer
- Web designer
- Brand designer
- Advertising designer

2.6 SALARY & EARNINGS INFORMATION

Salary and earnings information for careers in the graphic design industry can be found on the OnetOnline website (https://www.onetonline.org). Contact your career program advisor for more information.

2.7 CONTACTS

For more information about the Graphic and Interactive Design program, please contact the program chair or program advisor.

3.0 CONCLUSION

The Graphic and Interactive Design program at Valencia Community College is designed to provide students with the knowledge and skills necessary to succeed in the graphic design industry. With a comprehensive curriculum and a focus on hands-on learning, the program offers students a pathway to a rewarding career in graphic design.
**Graphic and Interactive Design**

rboulos1@valenciacollege.edu (mgonzalez10@valenciacollege.edu)

**Internship and Workforce Services**
If you need assistance with job resources or in locating an internship, please visit: valenciacollege.edu/internship (http://valenciacollege.edu/internship).

**Program Requirements**

**Foundation Courses**

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<th>Credits</th>
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<tr>
<td>SLS 1122</td>
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<td>GRAPHIC DESIGN ESSENTIALS</td>
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<td>ENC 1101</td>
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<tr>
<td>Science or Mathematics</td>
<td>See Gen. Ed. Requirements</td>
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**ARH 1000** | ART APPRECIATION ~ 3

Select one of the following:

- **PSY 2012** General Psychology ~ 3
- **SYG 2000** Introductory Sociology ~ 3

**Intermediate Courses**

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**Advanced Courses**

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<td>GRA 1951C</td>
<td>PORTFOLIO REVIEW</td>
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<td>Internship in Graphics</td>
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**Specialization (See below)** 18

**Total Credit Hours** 64

+ This course must be completed with a grade of C or better.
* This course has a prerequisite; check description in Valencia catalog.
~ This is a general education course.
(Gr) Denotes a Gordon Rule course.

**Graphic Design Specialization**

**Program Outcomes**

- Demonstrate entry-level workplace computer competencies using industry-standard print design and production software.
- Produce a finished digital or printed portfolio that visually demonstrates design, typography and technical abilities.
- Develop solutions to problems encountered in all phases of the graphic design process.
- Access industry-related learning resources.

**Intermediate Courses**

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<th>Title</th>
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**Advanced Courses**

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<td>GRA 2182C</td>
<td>ADVANCED GRAPHIC DESIGN II</td>
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<td>GRA 2310C</td>
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**Total Credit Hours** 18

**Intermediate Courses**

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**Total Credit Hours** 18

**Graphic/Interactive Design Electives**

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<td>GRA 1956C</td>
<td>PHOENIX DESIGN PROJECT</td>
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<td>GRA 1933C</td>
<td>FUNDAMENTALS OF CREATIVE THINKING</td>
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<tr>
<td>GRA 2425</td>
<td>Business/Ethics of Graph Design</td>
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<td>GRA 2151C</td>
<td>ILLUSTRATING</td>
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<td>GRA 2930</td>
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<td>GRA 1109</td>
<td>History of Graphic Design</td>
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</tbody>
</table>
**Graphic and Interactive Design**

GRA 2207C  ADVANCED IMAGE EDITING **+** 3
GRA 2755C  WEB DEVELOPMENT FOR DESIGNERS **+** 3
PGY 1800C  DIGITAL PHOTOGRAPHY 3

* This course must be completed with a grade of C or better.
* This course has a prerequisite; check description in Valencia catalog.

**Notes:**
Expand your career opportunities with a Bachelor’s Degree in Business and Organizational Leadership (BASBOL) from Valencia. This degree builds on your skills, and prepares you for a supervisory or management role within your respective field. For more information, go to: Bachelor’s Degree in Business & Organizational Leadership (http://catalog.valenciacollege.edu/degrees/bachelorofscience/bas). Students who wish to continue their education should consult with a Career Program Advisor to determine the best education plan for their career goals.

Students wishing to transfer credits from this program to another institution must accept responsibility for securing approval from the transfer institution for acceptance of this degree.

Specialized courses may not be offered every session or on every campus.

**Graphic Design Production**

**Technical Certificate**
This program is designed to provide students with the skills required to produce layouts and graphics for print and advertising design. The certificate focuses on the application of good design principles and the utilization of industry-standard production techniques as well as software and hardware at a basic level.

**Program Outcomes**
- Demonstrate basic workplace computer competencies using industry-standard software for print design and production.
- Practice communication through the application of design theories and principles to execute design solutions.
- Practice industry-defined workplace skills in thinking, valuing, acting and communicating.
- Practice developing solutions to problems encountered in all phases of the graphic design process.
- Assist others with graphic design print production.

GRA 1142C  GRAPHIC DESIGN ESSENTIALS **+** 5
GRA 1413  PROFESSIONAL DEVELOPMENT FOR DESIGNERS **+** 1
ART 1300C  DRAWING I **+** 3
GRA 1203C  LAYOUT, DESIGN AND COPY PREPARATION **+** 3
GRA 2585C  USER INTERFACE DESIGN **+** 3
GRA 1206C  FUNDAMENTALS OF TYPOGRAPHY **+** 3
GRA 2201C  ELECTRONIC IMAGING **+** 3
Total Credit Hours 15

* This course must be completed with a grade of C or better.
* This course has a prerequisite; check description in Valencia catalog.

**Notes:**
A minimum grade of C is required in all courses to meet prerequisite and completion requirements.

Specialized courses may not be offered every session or on every campus.

**Graphic Design Support**

**Technical Certificate**
This program is designed to provide students with the skills required to create layouts and graphics for printed design projects. The certificate focuses on the application of good design principles and the utilization of industry-standard production techniques as well as software and hardware at basic level.

**Program Outcomes**
- Demonstrate basic workplace computer competencies using industry-standard software for print design and production.
- Practice visual communication through the application of design theories and principles to execute design solutions.
- Practice industry defined workplace skills in thinking, valuing, acting and communicating.
- Practice developing solutions to problems encountered in all phases of the graphic design process.

GRA 1142C  GRAPHIC DESIGN ESSENTIALS **+** 5
GRA 1413  PROFESSIONAL DEVELOPMENT FOR DESIGNERS **+** 1
GRA 2201C  ELECTRONIC IMAGING **+** 3
GRA 1203C  LAYOUT, DESIGN AND COPY PREPARATION **+** 3
GRA 1206C  FUNDAMENTALS OF TYPOGRAPHY **+** 3
Total Credit Hours 15

* This course must be completed with a grade of C or better.
* This course has a prerequisite; check description in Valencia catalog.

**Notes:**
A minimum grade of C is required in all courses to meet prerequisite and completion requirements.

Specialized courses may not be offered every session or on every campus.

**Graphics - Interactive Design Production**

**Technical Certificate**
This program is designed to provide students with the skills required to create images, layout web pages, and layout user interfaces. The
certificate focuses on the application of appropriate production techniques and the use of industry-standard software and hardware at a basic to intermediate level.

Program Outcomes

- Demonstrate basic workplace computer competencies using industry-standard software for Web design and production.
- Practice visual communication through the application of design theories and principles to execute design solutions.
- Practice industry-defined workplace skills in thinking, valuing, acting and communicating.
- Practice developing solutions to problems encountered in all phases of the graphic design process.
- Assist others with interactive and Web design production.

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<th>Course Title</th>
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<td>GRA 2141C</td>
<td>WEB PAGE DESIGN †</td>
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<td>GRA 1206C</td>
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† This course must be completed with a grade of C or better.
‡ This course has a prerequisite; check description in Valencia catalog.

Notes:

A minimum grade of C is required in all courses to meet prerequisite and completion requirements.

Specialized courses may not be offered every session or on every campus.

This certificate program is eligible for Financial Aid.

**Graphics - Interactive Design Support**

Technical Certificate

This program is designed to provide students with the skills required to assist in the creation of images and layouts for the Internet and user interfaces. The certificate focuses on the application of appropriate production techniques and the use of industry-standard software and hardware at a basic level.

Program Outcomes

- Demonstrate basic workplace computer competencies using industry-standard software for Web design and production.
- Practice visual communication through the application of design theories and principles to execute design solutions.
- Practice industry-defined workplace skills in thinking, valuing, acting and communicating.
- Practice developing solutions to problems encountered in all phases of the graphic design process.