

# COURSES

## GRAPHIC DESIGN COURSES

### **GDS 011 The History of Modern Design (3.0 Units) 3.0 UNITS**

This introductory survey course focuses on the history, perception and development of design during the Twentieth Century. The students will develop an understanding of the evolution and role of the Modern Movement and how it affects society. The students will also learn about the evaluation criteria of two-dimensional and three dimensional design while examining examples of architecture, industrial, graphic, fashion and interior design. The students will be introduced to influential Twentieth Century design figures and their work.

### **GDS 012 History of Photography (3.0 Units) 3.0 UNITS**

This course surveys the history of photography from its origins to the present. Students examine the practice of photography as an art form and as a form of visual communication in historical, socio-political and cultural contexts.

### **GDS 015 Photo-Media and Social Change (3.0 Units) 3.0 UNITS**

This course examines the impact of a wide range of new photographic genres on global social change. This includes analysis of the historical and social context of photojournalism, art photography, and internet multi-media and their influence on culture.

### **GDS 022 Digital Media for Marketing (3.0 Units/1.0 Unit) 3.0 UNITS**

This is a beginning digital media course to prepare students to produce material to be used for marketing purposes, especially social media marketing. Students will create images, videos and other media used in online marketing. Techniques, skills, hardware and software accessible to small business owners and entrepreneurs will be emphasized. The basic principles of photography, lighting, video production and layout are explored. Pass/No Pass Option. CSUGE: C1.

### **GDS 032 Digital Drawing (3.0 Units) 3.0 UNITS**

Total Lecture: 36 hours, Total Lab: 54 hours. Advisory: ART 031A. Acceptable for credit: California State University, University of California.

This is a beginning digital drawing course for students. Using mobile devices and stylus pens, students work from observation, directed toward realistic rendering of objects through line, shading, pictorial composition and perspective. Areas of exploration include storyboarding, character design, logo, icon, and hand lettering. Students will learn how to use illustration software programs to create commercial screen graphics, video recordings, and printmaking. This course is cross-listed with ART 032. Pass/No Pass Option

### **GDS 035 Beginning Graphic Design (3.0 Units) 3.0 UNITS**

In this introductory course students learn about the practical, artistic, and technical sides of Graphic Design. Students also begin to gain the necessary critical thinking and technical skills required in the field of Graphic Design. Students are evaluated through a series of hands-on projects. The primary software used in this course is Adobe Photoshop, but multiple software packages are explored.

### **GDS 039A 3D Animation and Modeling Using Maya (3.0 Units) 3.0 UNITS**

Advisory: ART 035A This is an introductory course in learning to make 3D art assets for animation. Students learn modeling and texturing techniques using 3D software. Students learn to design and create 3D movies.

### **GDS 040 Game Design I (3.0 Units) 3.0 UNITS**

Advisory: GDS 039A. Acceptable for credit: California State University This course presents techniques for the development of interactive game environments. Students will create multiple levels, integrate game mechanics, and apply visual design concepts in the development process. The course follows basic industry production structure to immerse students in the game design process and will introduce node based programming tool sets to be applied to level designs. Pass/No Pass Option.

### **GDS 041 Mobile Game Design and Development (3.0 Units) 3.0 UNITS**

This class focuses on creating mobile games using third party developer tools. Students learn how to design, program, test, and publish their mobile game to various mobile platforms.

### **GDS 043A 3D Game Character Animation with Maya (3.0 Units) 3.0 UNITS**

Advisory: ART 031A, GDS 039A This is an introductory course in character animation using Maya to generate animation. Using pre-built 3D characters, students learn basic animation principles such as squash and stretch, and anticipation. Students learn the controls for 3D mesh characters, and generate walk cycles, run cycles, and action sequences. Students develop concepts for short movies for 3D characters in action sequences, and add lighting and textures to their scenes in making their animated movie shorts.

### **GDS 045 Web Design And Development 1 (3.0 Units) 3.0 UNITS**

Total Lecture: 36 hours, Total Lab: 54 hours. Acceptable for credit: California State University. This introductory course focuses on the design and technical skills required to create effective web designs using HTML, CSS and a variety of software packages. The basic principles of type, color, and layout are explored, along with necessary basic coding skills. Emphasis is placed on using industry standard workflows and techniques to create compelling designs. Pass/No Pass Option.

### **GDS 046 Web Design and Development 2 (3.0 Units) 3.0 UNITS**

Total Lecture: 36 hours, Total Lab: 54 hours. Advisory: GDS 045. Acceptable for credit: California State University. This intermediate-level course is a continuation of the GDS 045. Web Design and Development 1 course. The focus is both on the creative design and the appropriate software and coding skills required in web design and front-end web development. Advanced design principles of type, color, illustration, and layout are explored along with intermediate to advanced HTML, CSS, and an introduction to JavaScript and other relevant technologies. A basic understanding of computer system operation is required. Pass/No Pass Option.

### **GDS 047 Web Animation (3.0 Units) 3.0 UNITS**

Total Lecture: 36 hours, Total Lab: 54 Hours. Advisory: GDS 045. Acceptable for credit: University of California. California State University. This introductory course focuses on the skills required to create effective web animations using a variety of software applications. Principles of animation, visual communication, user interface design and web optimization are explored. The student develops an understanding of the role of animation on the internet in a series of hands-on exercises. A basic understanding of computer systems is assumed. Pass/No Pass Option.

### **GDS 049 Wordpress and Content Management Systems (3.0 Units) 3.0 UNITS**

Total Lecture: 36 hours, Total Lecture: 54 hours. Advisory: GDS 046. Acceptable for credit: California State University. In this advanced web design and development class, students use WordPress to build dynamic websites that can be updated easily. Students are also introduced to PHP and MySQL, theme customization, child themes, and an overview of popular CMS platforms. Pass/No Pass Option.

### **GDS 051 Mobile Application and Web Development With Web Standards (3.0 Units) 3.0 UNITS**

Advisory: GDS 045, GDS 046 This class focuses on using web technologies like HTML5 and CSS3 to create rich web applications as well as native mobile applications. Students learn to develop media using web standards. Current options for delivery methods on mobile devices are explored.

### **GDS 056 Advanced Presentation Design (3.0 Units) 3.0 UNITS**

Advisory: CAP 046D, CAP 046E This class focuses on the visual communication skills necessary to produce compelling presentations. Topic include color design, animation, interaction, storytelling, and advanced technical skills used in the production of assets for presentation. The class assumes an existing intermediate knowledge of Microsoft Powerpoint.

**GDS 060 Page Layout 3.0 UNITS**

Total Lecture: 36 hours, Total Lab: 54 hours. Advisory: GDS 035. Acceptable for credit: California State University. This introductory level course in page layout and design uses Adobe InDesign software. Students assemble a variety of pieces such as booklets, brochures, magazines, newspapers, newsletters, and other communication materials. Emphasis is on learning techniques used by graphics professionals to create full-color pieces integrating text, photos, and illustrations. Pass/No Pass Option.

**GDS 061 Page Layout 3.0 UNITS**

Total Lecture: 36 hours, Total Lab: 54 hours. Advisory: GDS 035. Acceptable for credit: California State University. This introductory level course provides instruction in page layout and design as well as training in software such as Adobe InDesign. Students assemble a variety of pieces such as booklets, brochures, magazines, newspapers, newsletters, and other communication materials. Emphasis is on learning techniques used by graphics professionals to create full-color pieces integrating text, photos, and illustrations. Pass/No Pass Option.

**GDS 062 Introduction to Adobe Illustrator (3.0 Units) 3.0 UNITS**

In this course, students use Adobe Illustrator to create vector-based graphics such as technical illustrations, logos, photo-realistic images, and other artwork used in print publications and on the web. Techniques used by industry professionals are emphasized.

**GDS 063 Typography (3.0 Units) 3.0 UNITS**

Total Lecture: 36 hours, Total Lab: 54 Hours. Advisory: GDS 064. Acceptable for credit: California State University. This is a course for graphic designers on the study and demonstration of letterforms and typography. Practical design projects examine the interaction of form and message, with emphasis on fundamental theory, i.e., elements, principles, and attributes of typographical design. Students may create work for inclusion in a portfolio. This course requires both non-digital attention to hands-on craftsmanship and basic knowledge of Adobe CC software. Pass/No Pass Option.

**GDS 064 Introduction to Adobe Photoshop (3.0 Units) 3.0 UNITS**

This is a beginning Adobe Photoshop course for graphic designers, artists, and photographers. Students learn how to create original artwork, refine photographs and manipulate digital imagery. Basic design principles are explored.

**GDS 065 Typography (3.0 Units) 3.0 UNITS**

Total Lecture: 36 hours, Total Lab: 54 hours. Advisory: GDS 035 and GDS 061. Acceptable for credit: California State University. This is a course for graphic designers on the study and demonstration of letterforms and typography. Practical design projects examine the interaction of form and message, with emphasis on fundamental theory, i.e., elements, principles, and attributes of typographical design. Students may create work for inclusion in a portfolio. This course requires both non-digital attention to hands-on craftsmanship and basic knowledge of Adobe CC (Creative Cloud) software. Pass/No Pass Option.

**GDS 066 Advanced Adobe Illustrator (3.0 Units) 3.0 UNITS**

Advisory: GDS 062 This advanced level course uses Adobe Illustrator software. Designed for the student who wishes to continue with techniques and methods beyond the GDES 062 beginning course, students produce a variety of sophisticated digital illustrations. Emphasis is on technique as well as methodologies for creating illustrations with a distinctive style.

**GDS 067 Graphic Design II (3.0 Units) 3.0 UNITS**

Total Lecture: 36 hours, Total Lab: 54 Hours. Advisory: GDS 035 and GDS 061 and GDS 065. Acceptable for credit: California State University. This mid-level design course will develop the students' confidence and competence in form and concept for visual communication. Projects emphasize the creation of professional level pieces using industry standard techniques and best practices. This course assumes competency in Adobe Photoshop, Illustrator, and InDesign. Pass/No Pass Option.

**GDS 068 Portfolio Production Studio (3.0 Units) 3.0 UNITS**

Total Lecture: 36 hours, Total Lab: 54 Hours. Advisory: GDS 062 and GDS 064. Acceptable for credit: California State University In this course students create original portfolio content necessary for graduation and for procuring employment. Students develop and showcase their individual design/illustration approach, demonstrated via intermediate to advanced-

level creative projects. Visual communication principles, processes and methodology are explored in lecture and in lab. Previous experience with Adobe Photoshop and Adobe Illustrator is advised. Pass/No Pass Option.

**GDS 070 User Experience, Interface, and Multimedia Design (3.0 Units) 3.0 UNITS**

In this course students are introduced to the fields of User Experience Design and Interface Design. Key topics covered in this course are interaction design, mobile and desktop interface design, information architecture, user research, as well as UX planning documents such as wireframes and personas. Students learn many of the principles, processes, and techniques used to develop effective user interfaces.

**GDS 072 Digital Imaging And User Interface Design (3.0 Units) 3.0 UNITS**

Total Lecture: 36 hours, Total Lab: 54 Hours. Advisory: GDS 070. Acceptable for credit: California State University. In this course, students apply design principles to the creation of digital product designs using industry standard software. Students design interfaces and other assets used in User Interface Design and User Experience Design. Pass/No Pass Option.

**GDS 073 Digital Photography (3.0 Units) 3.0 UNITS**

This introductory course focuses on photography as a creative medium. Emphasis is placed on aesthetics, composition, content and the technical and creative design skills required to create effective digital images using digital cameras and a variety of software packages. Students also critically evaluate photographic images according to the principles of photographic theory. A basic understanding of Adobe Photoshop and computer system operation is required. Students must have access to a digital camera.

**GDS 074 Digital Video Production 1 (3.0 Units) 3.0 UNITS**

Total Lecture: 36 hours, Total Lab: 54 hours Acceptable for credit: California State University This introductory course focuses on video production and related hardware and software. The students develop an understanding of video production and post-production in a series of hands on exercises. Camera operation, video and audio production techniques, special effects, the basic principles of motion graphics, video editing and audio editing are explored. Access to a camera capable of recording video, and a basic understanding of computer system operation are required. Pass/No Pass Option.

**GDS 076 Emerging Trends In Interaction Design (3.0 Units) 3.0 UNITS**

Total Lecture: 36 hours, Total Lab: 54 hours. Advisory: GDS 070. Acceptable for credit: California State University. In this course, students will apply interaction design principles to the design and prototyping of emerging technologies in mobile, wearable, voice activated and smart appliances. Students will explore trends and best practice for interaction and interface design for emerging technology. Pass/No Pass Option.

**GDS 077 Interactive Projects and Explorations In UXD (3.0 Units) 3.0 UNITS**

Total Lecture: 36 hours, Total Lab: 54 hours. Advisory: GDS 070 and GDS 072. Acceptable for credit: California State University. In this capstone course, students will utilize UXD (User Experience Design) and Interaction design principles to rapidly design and prototyping projects to include in a UX Design portfolio. Students will design and develop hi-fidelity mobile, wearable, voice activated and smart appliances in project-based setting. Pass/No Pass Option.

**GDS 080 Packaging Design (3.0 Units) 3.0 UNITS**

Advisory: GDS 035 This course introduces the student to the skills required to create effective packaging designs. The role of typography, color and the use of materials such as paper, plastics, and other materials are examined and design solutions created using both traditional and computer generated techniques. The variety of packaging styles available and the environmental implications of packaging are discussed.

**GDS 081 Motion Graphics (3.0 Units) 3.0 UNITS**

Advisory: GDS 064, GDS 074 This course focuses on the preparation and production of motion graphics/visual effects for video, film and the internet. The student develops an understanding of the principles of type in motion, keyframe animation, masking/keying, tracking, color correction and compositing. The focus is on creative visual communication. The student develops skill in the use of After Effects, as well as other appropriate software. Access to a camera capable of recording video, and a basic understanding of Adobe Photoshop and computer system operation are recommended.

**GDS 082 Game Design and Architecture (3.0 Units) 3.0 UNITS**

This introductory course focuses on the planning and methodology of game design. The students will develop an understanding of conceptual game development process and, game architecture. The students will also examine and evaluate a number of case studies. A basic understanding of computer system operation is required.

**GDS 084 Portfolio Production Studio (3.0 Units) 3.0 UNITS**

Total Lecture: 36 hours, Total Lab: 54 hours. Advisory: (GDS 062 and GDS 064) or (GDS 862 and GDS 864). Acceptable for credit: California State University. In this course, students create original portfolio content necessary for graduation and for procuring employment. Students complete intermediate to advanced-level capstone projects, i.e. case studies, showcasing their individual creative approach and technical abilities. Originality, communication, and presentation are subjects of emphasis. As a group, students assist one another with extensive constructive criticism via regular lab critiques. This course is approved for credit by exam. Pass/No Pass Option.

**GDS 085 Professional Portfolio and Design (3.0 Units) 3.0 UNITS**

Advisory: GDS 035, GDS 055A This course introduces students to the basic principles and skills related to building a professional portfolio, as well as preparing for work as a freelance designer. The student prepares the necessary materials such as logos, resumes, business cards, stationery, etc. to present a professional image. The course includes portfolio evaluation, self promotional techniques, interviewing techniques, and the procedures to set up a successful design office. The students also interact with professionals in the field of design. Credit/No Credit Option

**GDS 086 Visual Effects I (3.0 Units) 3.0 UNITS**

Total Lecture: 36 hours, Total Lab: 54 hours Acceptable for credit: California State University. This hands-on course introduces students to visual effects in film and digital media production. Creative projects explore visual effects techniques including keyframing, compositing, and shooting for visual effects. Pass/No Pass Option.

**GDS 087 Virtual Production I (3.0 Units) 3.0 UNITS**

Acceptable for credit: California State University This course introduces many aspects of 3D Virtual Film and TV Production: Motion Capture, Cinematography, Lighting, Props, Art Direction, Technical and Visual aspects of 3D Virtual Production, including pre-production, storyboards, blocking, lighting, sets and props; technical skills, including Realtime 3D engines, workflows, camera functions and movement, industry terminology, duties; and responsibilities of the camera, lighting and art teams. Pass/No Pass Option.

**GDS 089 Javascript 1 (3.0 Units) 3.0 UNITS**

Advisory: GDS 045 This is an introductory course on using Javascript to develop applications for the web. Students learn to develop interactive web pages using Javascript. The course covers Javascript basics, arrays, objects, an introduction to DOM scripting and debugging. Intermediate topics include advanced objects, Web forms, events, DOM Scripting dynamic content, cookies and Web storage, and an introduction to advanced topics such as AJAX and JavaScript libraries.

**GDS 089B Javascript II and Web Development (3.0 Units) 3.0 UNITS**

Total Lecture: 36 hours, Total Lab: 54 hours. Advisory: GDS 089. Acceptable for Credit: California State University. This course provides an intermediate to advanced level content continuation of the GDS 089 JavaScript 1 course. The course also provides instruction on other aspects of web development, such as server interactions and version control. Topics include: Review of JavaScript basics, DOM scripting, front-end frameworks, asynchronous programming, JavaScript on the back end, APIs and Web Services. Technologies may include: JSON, React, XML, REST, jQuery, Angular, Node.js, package managers and AJAX. Pass/No Pass Option.

**GDS 862 Illustration with Adobe Illustrator (Noncredit) 0.0 UNITS**

This is a beginning digital illustration course for artists, illustrators and graphic designers. Students learn how to create original art, illustrations, and graphic designs using a variety of software applications. Basic art and design principles are explored. Students examine the history and application of illustration, in a variety of cultures and times, as a medium for social change,

self-expression and marketing purposes. Pass/No Pass Option. Noncredit version of GDS 062.

**GDS 864 Intro to Adobe Photoshop (Noncredit) 0.0 UNITS**

This is a beginning digital imaging course for graphic designers, artists, and photographers. Students learn how to create original artwork, refine photographs and manipulate digital imagery using Adobe Photoshop. Basic art and design principles are explored. Students examine the history and application of graphic design, in a variety of cultures and times, as a medium for social change, self-expression and marketing purposes. Pass/No Pass Option. Noncredit version of GDS 064

**GDS 869 3D for Designers and Illustrators 3D (Noncredit) 0.0 UNITS**

This is a beginning 3D course for illustrators and designers. Students will learn the fundamentals of working within a 3D space including modeling, sculpting, rigging, texturing, lighting, and rendering. Special areas of focus include character design, packaging design, typographic illustration, and animation. Pass/No Pass Option.

**GDS 873 Digital Photography (Noncredit) 0.0 UNITS**

This introductory course focuses on photography as a creative medium. Emphasis is placed on aesthetics, composition, content and the technical and creative skills required to create effective digital images using digital cameras and a variety of software packages. Students also critically evaluate photographic images according to the principles of photographic theory. A basic understanding of computer system operation is required. Students must have access to a digital camera. Pass/No Pass Option. Noncredit version of GDS 073.

**GDS 874 Digital Video Production I (Noncredit) 0.0 UNITS**

This introductory course focuses on video production and related hardware and software. The students develop an understanding of video production and post-production in a series of hands-on exercises, camera operation, video and audio production techniques, special effects, the basic principles of motion graphics, video editing and audio editing are explored. Access to a camera capable of recording video, and a basic understanding of computer system operation are required. Pass/No Pass Option. Noncredit version of GDS 074.

**GDS 881 Motion Graphics (Noncredit) 0.0 UNITS**

This course focuses on the preparation and production of motion graphics/visual effects for video, film and the internet. The student develops an understanding of the principles of type in motion, keyframe animation, masking/keying, tracking, color correction and compositing. The focus is on creative visual communication. The student develops skill in the use of After Effects, as well as other appropriate software. Access to a camera capable of recording video, and a basic understanding of Adobe Photoshop and computer system operation are recommended. Pass/No Pass Option.

**GDS 884 Portfolio Production Studio (Noncredit) 0.0 UNITS**

Total Lecture: 36 hours, Total Lab: 54 hours. Advisory: (GDS 862 and GDS 864) or (GDS 062 and GDS 064). In this course, students create original portfolio content necessary for graduation and for procuring employment. Students complete intermediate to advanced-level capstone projects, i.e. case studies, showcasing their individual creative approach and technical abilities. Originality, communication, and presentation are subjects of emphasis. As a group, students assist one another with extensive constructive criticism via regular lab critiques. Pass/No Pass Option.