



A Course of Study for
GRAPHIC DESIGN (AS)
Associate Degree,
Certificate of Achievement
&
Department Certificate Programs

Graphic Designers produce ideas and experiences with visual and textural content. The form of the communication can be physical or screen-based, and many include images, words, or graphic forms. The work can be logotypes, stationary, brochures, advertising, packaging, motion graphics, websites and many other types of projects.

For additional career possibilities, visit the Career Services Center on the main campus to utilize computerized career information systems and other valuable career resources.

ASSOCIATE IN ARTS DEGREE - 60 UNITS

The Associate degree involves satisfactory completion of a minimum of 60 semester units with a C average or higher including the required units in the area of emphasis (articulated below), fulfillment of the Global Citizenship requirement, and fulfillment of all Santa Monica College general education requirements, CSU GE or IGETC.

Catalog rights dictate that a student may satisfy the requirements of a degree or certificate by completing the general education and major/area of emphasis requirements in effect at any time of their continuous enrollment. Continuous enrollment is defined as enrollment in consecutive Fall and Spring semesters until completion.

At least 50% of the area of emphasis (major) units must be completed at Santa Monica College.

Each course in the area of emphasis (major) must be completed with a grade of C or higher.

GRAPHIC DESIGN (40 units)

Program Learning Outcomes: Upon completion of the program, students will be able to solve a variety of communication problems utilizing imagery and typography, will possess fundamental graphic design skills as well as a working knowledge of current technology, and will have the ability to work successfully as an entry-level graphic designer.

Required Courses: (28 units)

- Graphic Design 31**, Graphic Design Studio 1 (2)
- Graphic Design 33**, Typography Design 1 (2)
- Graphic Design 35**, Sketching for Graphic Design (2)
- Graphic Design 41**, Graphic Design Studio II (2)
- Graphic Design 43**, Typography Design 2 (2)
- Graphic Design 50**, Graphic Design Portfolio and Professional Practices (2)
- Graphic Design 60**, Design Research (2)
- Graphic Design 61**, User Experience Design (3)
- Graphic Design 64**, Digital Imaging for Design (3)
- Graphic Design 65**, Web Design 1 (2)
- Graphic Design 66**, Web Design 2 (3) (*formerly ET 16*)
- Graphic Design 71**, Motion Graphics 1 (3)

*Required Concentration: select 1 of the following 2 areas of concentration:**Print and Illustration Concentration: (12 units)*

- Graphic Design 34**, Publication and Page Design (3)
- Graphic Design 38**, Digital Illustration 1 (4)
- Graphic Design 44**, Publication and Page Design 2 (3)
- Graphic Design 51**, Graphic Design Studio III (2)

User Experience Concentration: (12 units)

- Graphic Design 62**, User Experience Design 2 (3)
- Graphic Design 67**, Web Design 3 (3)
- Graphic Design 75**, Mobile Design 1 (3)
- Graphic Design 76**, Mobile Design 2 (3)

Additional Recommended Courses:

- CIS 50**, Internet, HTML, and Web Design (3)
- CIS 51**, HTML5, CSS3, and Accessibility (3)
- CIS 54**, Web Development and Scripting (3)
- CIS 67**, WordPress (3)
- Graphic Design 34**, Publication and Page Design (3)
- Graphic Design 38**, Digital Illustration 1 (4)
- Graphic Design 44**, Publication and Page Design 2 (3)
- Graphic Design 51**, Graphic Design Studio III (2)
- Graphic Design 54**, Digital Illustration II (3)
- Graphic Design 62**, User Experience Design 2 (3)
- Graphic Design 67**, Web Design 3 (3)
- Graphic Design 71B**, Motion Graphics 2 (3)
- Graphic Design 75**, Mobile Design 1 (3)
- Graphic Design 76**, Mobile Design 2 (3)
- Graphic Design 90A**, Internship (1)
- Graphic Design 90B**, Internship (2)
- Graphic Design 90C**, Internship (3)
- Photography 1**, Introduction to Photography (3)

Additional graduation requirements for the Associate in Arts degree from Santa Monica College are listed on a separate sheet available in the Transfer/Counseling Center, as well as online (go to www.smc.edu/articulation).

CERTIFICATES OF ACHIEVEMENT

Catalog rights dictate that a student may satisfy the requirements for a certificate of achievement by completing the major/area of emphasis requirements in effect at any time during the student's continuous enrollment. Continuous enrollment is defined as enrollment in consecutive Fall and Spring semesters until completion.

At least 50% of the units required for Certificates of Achievement must be completed at Santa Monica College.

Students must receive a grade of C or higher in each course to successfully complete the Certificates of Achievement.

GRAPHIC DESIGN (40 units)

A Certificate of Achievement is granted upon completion of the required courses listed under the Associate degree.

Students who successfully complete this Certificate of Achievement may elect to receive an Associate degree by satisfying additional general education requirements listed on the Associate degree.

DEPARTMENT CERTIFICATE

Catalog rights dictate that a student may satisfy the requirements of a certificate by completing the major/area of emphasis requirements in effect at any time of their continuous enrollment. Continuous enrollment is defined as enrollment in consecutive Fall and Spring semesters until completion.

At least 50% of the units required for Department Certificates must be completed at Santa Monica College.

Students must receive a grade of C or higher in each course to successfully complete the Department Certificate.

USER EXPERIENCE DESIGN (17 units) (EFFECTIVE SPRING 2016)

The User Experience Design Department Certificate provides a thorough study of user experience design and interaction design. Focusing on designing for the user, research, user experience design, interface design, prototyping, and user-testing, students will learn the methodologies and tools for UX and to design and prototype for multiple platforms. A Department Certificate in User Experience Design will prepare the students for entry-level positions such as User Experience Designer, Interface Designer, Interaction Designer, Mobile App Designer and Web Designer.

Program Learning Outcomes: Upon completion of the program, students will demonstrate the ability to research, utilize best practices for user experience design, user-test, and apply these to the iterative prototyping process. Students will be able to analyze user needs and stakeholder requirements to research, design, prototype, and conduct effective user-testing. Additionally, students will have the skills to effectively communicate with a client and collaborate as a team member.

Required Courses:

Graphic Design 61, User Experience Design (3)

Graphic Design 62, User Experience Design 2 (3)

Graphic Design 65, Web Design 1 (2)

Graphic Design 66, Web Design 2 (3)

Graphic Design 75, Mobile Design 1 (3)

Graphic Design 67, Web Design 3 (3)

or

Graphic Design 76, Mobile Design 2 (3)

WEB DESIGN (17 units)

The Web Design Department Certificate provides a thorough study of the design and production of websites at an advanced level. Focusing on design process, user experience, and visual design, students will learn how to design and develop commercial-quality websites. A Department Certificate in Web Design will prepare the students for entry-level positions such as Web Designer, Web Developer, User Experience Designer, Interface Designer, and Interaction Designer.

Program Learning Outcomes: Upon completion of the program, students will demonstrate the ability to follow a design process that includes research, design, and the production of a commercial-quality website. Students will analyze user needs and client requirements to design and produce a website that effectively communicates and works well on a range of screen sizes. Additionally, the students will have the skills to effectively communicate with a client and collaborate as a team member.

Required Courses:

- CIS 54**, Web Development and Scripting (3)
- Graphic Design 61**, User Experience Design (3)
- Graphic Design 64**, Digital Imaging for Design (3)
- Graphic Design 65**, Web Design 1 (2)
- Graphic Design 66**, Web Design 2 (3) (*formerly ET 16*)
- Graphic Design 67**, Web Design 3 (3)