



A Course of Study for

## GRAPHIC DESIGN

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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.

### PROGRAMS OFFERED

- Transfer Preparation
- Graphic Design Associate Degree (40 units)
- Graphic Design Certificate of Achievement (40 units)
- User Experience Design Department Certificate (17 units)
- Web Design Department Certificate (17 units)
- Related Program: Interaction Design Bachelor Degree

### ASSOCIATE DEGREE REQUIREMENTS

An Associate degree is granted upon successful completion of a program of study with a minimum overall grade point average (GPA) of 2.0 (C) and a minimum of **60 degree applicable semester units**, including:

- Completion of the area of emphasis with a grade of C or higher in each course, or with a P if the course was taken on a Pass/No Pass basis, and the P is equal to a C or higher;
- Completion of at least 50% of area of emphasis units at Santa Monica College;
- Completion of one of the following general education patterns: SMC GE, CSU GE, or IGETC;
- Completion of the SMC Global Citizenship graduation requirement.

### CERTIFICATE OF ACHIEVEMENT REQUIREMENTS

A Certificate of Achievement is granted upon successful completion of a program of study with a minimum overall grade point average (GPA) of 2.0 (C) and a **designated minimum number of units**, including:

- Completion of the area of emphasis with a grade of C or higher in each course, or with a P if the course was taken on a Pass/No Pass basis, and the P is equal to a C or higher;
- Completion of at least 50% of area of emphasis units at Santa Monica College;

### DEPARTMENT CERTIFICATE REQUIREMENTS

A Department Certificate is granted upon successful completion of a program of study with a **designated minimum number of units**, including:

- Completion of the area of emphasis with a grade of C or higher in each course, or with a P if the course was taken on a Pass/No Pass basis, and the P is equal to a C or higher;
- Completion of at least 50% of area of emphasis units at Santa Monica College;

Note: Department Certificates are not noted on student transcripts. Students must submit a petition to the relevant academic department to be awarded a Department Certificate.

**CATALOG RIGHTS**

A student may satisfy the requirements of a degree that were in effect at any time of the student's ***continuous*** enrollment. Continuous enrollment is defined as enrollment in consecutive Fall and Spring semesters until completion.

**TRANSFER PREPARATION**

Many colleges/universities offer baccalaureate degrees in this field. Students planning to transfer to a four-year college or university should complete the lower-division major requirements and the general education pattern for the specific transfer institution. SMC has articulation agreements with the many UC and CSU campuses, as well as several private and out-of-state institutions.

Exact major requirements for UC and CSU campuses can be found online at *assist.org*.

A listing of private, nonprofit California colleges and universities can be found online at *aiccu.edu*. For articulation agreements between SMC and some of these institutions see *smc.edu/articulation*.

**GRAPHIC DESIGN, ASSOCIATE DEGREE OR CERTIFICATE OF ACHIEVEMENT**

**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.

**AREA OF EMPHASIS: (40 UNITS)****Required Courses: (28 units)**

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

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

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

**User Experience Concentration: (12 units)**

- GR DES 62**, User Experience Design 2 (3)
- GR DES 67**, Web Design 3 (3)
- GR DES 75**, Mobile Design 1 (3)
- GR DES 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)
- GR DES 34**, Publication and Page Design (3)
- GR DES 38**, Digital Illustration 1 (4)
- GR DES 44**, Publication and Page Design 2 (3)
- GR DES 51**, Graphic Design Studio III (2)
- GR DES 54**, Digital Illustration II (3)
- GR DES 62**, User Experience Design 2 (3)
- GR DES 67**, Web Design 3 (3)
- GR DES 71B**, Motion Graphics 2 (3)
- GR DES 75**, Mobile Design 1 (3)
- GR DES 76**, Mobile Design 2 (3)
- GR DES 90A**, Internship (1)
- GR DES 90B**, Internship (2)
- GR DES 90C**, Internship (3)
- PHOTO 1**, Introduction to Photography (3)

## USER EXPERIENCE DESIGN, DEPARTMENT CERTIFICATE

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.

### AREA OF EMPHASIS: (17 UNITS)

#### Required Courses:

- GR DES 61, User Experience Design (3)
- GR DES 62, User Experience Design 2 (3)
- GR DES 65, Web Design 1 (2)
- GR DES 66, Web Design 2 (3)
- GR DES 75, Mobile Design 1 (3)
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- GR DES 67, Web Design 3 (3)
- or**
- GR DES 76, Mobile Design 2 (3)

## WEB DESIGN, DEPARTMENT CERTIFICATE

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 Interactive 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.

### AREA OF EMPHASIS: (17 UNITS)

#### Required Courses:

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