



*A Course of Study for*

## **GRAPHIC DESIGN**

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Graphic Design program is a comprehensive study of the knowledge, skills, and competencies necessary to research, conceptualize, prototype and implement all aspects of graphic design projects in a variety of modern visual communication media.

The required coursework begins with the first semester focused on Design Technologies, during which the students learn the foundations of the design toolset, including the history of its development, its modern applications and the skills required to use those tools in their own projects. The second semester focuses on a wide set of Design Methodologies currently in use in the design industry. The students start exploring Web and digital design as possible media for their work. The third semester is focused on designing for User Experience and allows students to practice a more holistic approach to their designs taking into consideration the medium, the goals, the needs of the target audience, and the implications to all stakeholders. The fourth and final semester is centered around Professional Practices. Students will learn how to work collaboratively on real-world design challenges, manage their design practice and showcase their skills in a portfolio. The main goal of the program is to prepare the students for the next step in their design career, whether it's an entry-level design position or a transfer to continue their studies.

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

### **DEGREES AND CERTIFICATES**

Associate Degree

- Graphic Design

Certificate of Achievement

- Graphic Design
- User Experience Design Essentials
- Web Design Essentials

### **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. Department Chairs have the discretion to waive the 50% minimum units required at SMC to meet the major or area of emphasis. All major coursework must be completed with a "C" or better grade;
- 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 Chairs have the discretion to waive the 50% minimum units required at SMC to meet the major or area of emphasis. All major coursework must be completed with a “C” or better grade.

## 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 means attendance in at least one semester (Fall or Spring) in each academic year.

## 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](http://assist.org).

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

## GRAPHIC DESIGN, ASSOCIATE DEGREE OR CERTIFICATE OF ACHIEVEMENT

**Program Learning Outcomes:** Upon completion of the Graphic Design program, students will be able to effectively apply appropriate skills and methodologies to all stages of a visual design project, and develop an effective portfolio for transfer or entry-level employment in the design and visual communication industry.

### AREA OF EMPHASIS: (36 UNITS)

#### Required Courses:

DESIGN 11	Design Foundations ( <i>formerly GR DES 31</i> )	3
DESIGN 12	Typography 1 ( <i>formerly GR DES 33</i> )	3
DESIGN 13	Digital Design Tools ( <i>formerly GR DES 18</i> )	3
DESIGN 21	Design Methods	3
DESIGN 22	Typography 2 ( <i>formerly GR DES 43</i> )	3
DESIGN 23	User Experience Design 1 ( <i>formerly GR DES 61</i> )	3
DESIGN 31	Interactive Advertising	3
DESIGN 32	Communication Design	3
DESIGN 33	User Experience Design 2 ( <i>formerly GR DES 62</i> )	3
DESIGN 41	Industry Project	3
DESIGN 42	Information Design	3
DESIGN 43	Design Portfolio ( <i>formerly GR DES 67</i> )	3

**USER EXPERIENCE DESIGN ESSENTIALS, CERTIFICATE OF ACHIEVEMENT**

User Experience (UX) Design prioritizes the needs and wants of the user. The UX designer's goal is to create useful, meaningful, and ethical/sustainable interactions with a product, service, or design. This certificate of achievement will provide an overview of the design process and tools used within the UX field with a specific focus on mobile or web-based solutions. Students will collaborate to research, critique, and design a real-world project or projects to present to stakeholders. Project outcomes may also be equally diverse with projects ranging from interactive campaigns to speculative prototypes.

**Program Learning Outcomes:** Upon completion of the program, students will demonstrate knowledge of principles, methods and tools of User Experience design and the ability to effectively incorporate them in their design work.

**AREA OF EMPHASIS: (12 UNITS)****Required Courses:**

DESIGN 13	Digital Design Tools ( <i>formerly GR DES 18</i> )	3
DESIGN 23	User Experience Design 1 ( <i>formerly GR DES 61</i> )	3
DESIGN 33	User Experience Design 2 ( <i>formerly GR DES 62</i> )	3
DESIGN 75	Mobile Design 1	3

**WEB DESIGN ESSENTIALS, CERTIFICATE OF ACHIEVEMENT**

A web designer works to shape the visual and interactive aspects of a user's experience of a website, web application, or mobile app. They work closely with web developers and content creators. In this certificate, students will learn necessary web design skills including application of color theory, typography, layouts, images and graphics, and other elements of design systems. Students will outline user behaviors and interactions, and create portfolio-ready websites for various purposes.

**Program Learning Outcomes:** Upon completion of the program, students will demonstrate an understanding of the Web as a medium of visual communication and the skills necessary to apply graphic design principles to the interactive Web-based media.

**AREA OF EMPHASIS: (12 UNITS)****Required Courses:**

DESIGN 24	Web Design 1 ( <i>formerly GR DES 65</i> )	3
DESIGN 34	Web Design 2 ( <i>formerly GR DES 66</i> )	3
DESIGN 44	Web Design 3 ( <i>formerly GR DES 67</i> )	3
DESIGN 75	Mobile Design 1	3