

# GRAPHIC DESIGN & COMMUNICATIONS

## TECHNICAL LIMITED ENROLLMENT

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A variety of job opportunities exist for the graphic designer in advertising agencies, print shops, retail stores, company ad departments, public relations departments and in the advertising departments of all news media – from newspapers to television. As a graphic designer, you might do the technical drawings for parts and service manuals for a large company or you might work as a one-person department for a small company, coordinating all phases of graphics, publicity, and product support – from concept to production, to being responsible for organizing multi-media presentations. A wide variety of career possibilities are available depending on individual talents and experience. Salaries depend on experience and skills as well as the type of organization for which the graduate works.

The Graphic Design and Communications program at BSC is designed to give each graduating student a good exposure to the many phases of the graphic design field. Study includes both classroom instruction and lab time in a well-equipped modern computer studio, where students develop skills in layout and typography, print media, prepress operations, print production, web design, and electronic imaging. Coursework covers preparing photography, illustration and design for print and online publications as well as the design and layout of advertisements, direct mail, brochures, posters and publications. Each student is expected to prepare a portfolio – a collection of his/her best works – to be used in future job interviews.

**Enrollment:** A class of 32 students enrolls in the fall semester. Refer to the Admission section of this catalog beginning on page 10 for application procedures and requirements. Also refer to the limited enrollment program information on page 13

### Required placement scores:

- ACT Math - 15 or higher
- Reading - 15 or higher
- English - 15 or higher
- COMPASS Math - (pre-algebra) 31 or higher
- Reading - 68 or higher
- English - 43 or higher

### Background in these areas helpful:

Any class related to the communications field would be helpful. The following list represents some course choices: visual/graphic art, photography, photo journalism, journalism, introduction to computers, computer graphics, desktop publishing, advertising, design, marketing, English/writing, yearbook design.

Graduates may obtain a program certificate or complete additional technical and general education credits to earn an Associate in Applied Science degree. See page 51-52 for program certificate and degree requirements.

FIRST SEMESTER	CREDITS
Intro to Electronic Imaging (GDES 103).....	3
Intro to Electronic Imaging Lab (GDES 103L) .....	1
Design & Desktop Publishing (GDES 107) .....	3
Design & Desktop Publishing Lab (GDES 107L) .....	1
Digital Illustration (GDES 117).....	3
Digital Illustration Lab (GDES 117L) .....	1
Total credits.....	12

SECOND SEMESTER	CREDITS
Electronic Imaging II (GDES 111) .....	3
Electronic Imaging II Lab (GDES 111L) .....	1
Design & Layout I (GDES 113) .....	3
Design & Layout I Lab (GDES 113L).....	1
Typography (GDES 115) .....	3
Typography Lab (GDES 115L) .....	1
Total credits.....	12

THIRD SEMESTER	CREDITS
Current Imaging (GDES 201).....	3
Current Imaging Lab (GDES 201L) .....	1
Intro to Multimedia (GDES 207).....	3
Intro to Multimedia Lab (GDES 207L) .....	1
Design & Layout II (GDES 209).....	3
Design & Layout II Lab (GDES 209L) .....	1
Total credits.....	12

<b>FOURTH SEMESTER</b>	<b>CREDITS</b>
Current Imaging II (GDES 202) .....	3
Current Imaging II Lab (GDES 202L) .....	1
Print Production (GDES 204) .....	3
Print Production Lab (GDES 204L) .....	1
Portfolio Presentation (GDES 213) .....	3
Portfolio Presentation Lab (GDES 213L).....	1
Total credits.....	12

Total program credits .....48

**SUGGESTED ELECTIVES FOR ASSOCIATE IN APPLIED SCIENCE DEGREE:**

<b>FIRST SEMESTER</b>	<b>CREDITS</b>
Introduction to Computers (CSCI 101).....	3
Drawing I (ART 130).....	3

<b>SECOND SEMESTER</b>	<b>CREDITS</b>
College Composition I (ENGL 110).....	3

<b>THIRD SEMESTER</b>	<b>CREDITS</b>
Fundamentals of Public Speaking (COMM 110) .....	3

<b>FOURTH SEMESTER</b>	<b>CREDITS</b>
Advertising I (BADM 210).....	3

Total general elective credits.....15

Total AAS degree credits .....63

## **GRAPHIC DESIGN AND COMMUNICATIONS (GDES)**

**GDES 103 Introduction to Electronic Imaging** **Fall** **3 credits**

A solid foundation in the use of Adobe Photoshop techniques will be covered. Digital photography, scanning, stock photography use and digital manipulation will be covered. Other topics to be discussed are basic composition, photographic illustration, and the relationship of digital photography to the commercial industry. Concurrent registration in or previous successful completion of GDES 103L is required.

**GDES 103L Introduction to Electronic Imaging Lab** **Fall** **1 credit**

Concurrent registration in or previous successful completion of GDES 103 is required.

**GDES 104 Basics of Studio Skills** **BD** **2 credits**

Introduction to the use of basic tools and materials used by the commercial artist. Instruction focuses on studio safety, organization and procedures. Concurrent registration in or previous successful completion of GDES 104L is required.

**GDES 104L Basic of Studio Skills Lab BD** **1 credit**

Concurrent registration in or previous successful completion of GDES 104 is required.

**GDES 107 Design and Desktop Publishing** **Fall** **3 credits**

This course will introduce you to basic graphic design and fluency toward using Macintosh computers and desktop publishing software (Adobe InDesign). The focus of this class will be in using InDesign for commercial use and how it is integrated with other Adobe programs such as Photoshop and Illustrator. You will receive project-based instruction needed to build and design documents and other design assignments related to desktop publishing. Concurrent registration in or previous successful completion of GDES 107L is required.

**GDES 107L Design and Desktop Publishing Lab** **Fall** **1 credit**

Concurrent registration in or previous successful completion of GDES 107 is required.

**GDES 111 Electronic Imaging II** **Spring** **3 credits**

Emphasis is on digital camera use starting with the history of cameras and photography. Students will learn how photography is used in the field of graphic design. Camera handling techniques and studio work as it relates to commercial photography will be highlighted. Prereq: GDES 103 and 103L, concurrent registration in or previous successful completion of GDES 111L is required.

**GDES 111L Electronic Imaging II Lab** **Spring** **1 credit**

Concurrent registration in or previous successful completion of GDES 111 is required.

**GDES 113 Design and Layout I** **Spring** **3 credits**

An introduction to the principles and elements of design and layout as used in advertising, various publications and interactive media. A comprehensive look at the design theories used to successfully communicate in a competitive global market. Emphasis will be placed on working with clients and offering solutions to design problems. Concurrent registration in or previous successful completion of GDES 113L is required.

<b>GDES 113L</b>	<b>Design and Layout I Lab</b>	<b>Spring</b>	<b>1 credit</b>
Concurrent registration in or previous successful completion of GDES 113 is required.			
<b>GDES 115</b>	<b>Typography</b>	<b>Spring</b>	<b>3 credit</b>
Prerequisite: Instructor approval. An in-depth study of the art and technique of the printed word – an essential element of virtually all graphic design. An overview of the history of type and the ability to identify and create excellent typography are major outcomes of this course. Creative and technical typographic skills will be discussed and put into practice by means of in-class exercises and homework assignments. Concurrent registration in or previous successful completion of GDES 115L is required.			
<b>GDES 115L</b>	<b>Typography Lab</b>	<b>Spring</b>	<b>1 credit</b>
Concurrent registration in or previous successful completion of GDES 115 is required.			
<b>GDES 117</b>	<b>Digital Illustration</b>	<b>Fall</b>	<b>3 credits</b>
An introduction to the fundamentals of traditional and computer-generated illustration. Includes a familiarity with illustration style, techniques and software. Development of basic layout and design skills while working on numerous projects on Macintosh computers meant to enhance and broaden a participant's illustration and design skills. Software: Adobe Illustrator. (Additional programs introduced as necessary.) Basic computer skills, keyboarding, proofreading, editing, and printing are vital aspects of the course. Concurrent registration in or previous successful completion of GDES 117L is required.			
<b>GDES 117L</b>	<b>Digital Illustration Lab</b>	<b>Fall</b>	<b>1 credit</b>
Concurrent registration in or previous successful completion of GDES 117 is required.			
<b>GDES 201</b>	<b>Current Imaging</b>	<b>Fall</b>	<b>3 credits</b>
Prerequisite GDES 111 or instructor approval. Exploration of how images are used in today's graphic design market. Emphasis is placed on digital imaging and how to use advanced techniques to produce professional-grade photo-illustrations. Concurrent registration in or previous successful completion of GDES 201L is required.			
<b>GDES 201L</b>	<b>Current Imaging Lab</b>	<b>Fall</b>	<b>1 credit</b>
Concurrent registration in or previous successful completion of GDES 201 is required.			
<b>GDES 202</b>	<b>Current Imaging II</b>	<b>Spring</b>	<b>3 credits</b>
Prerequisite: GDES 111 or instructor approval. Emphasis placed on a photojournalistic and commercial approach to photography. Review of photographic fundamentals and continued practice in digital photography. Introduction to equipment, soft goods and techniques that are used in a variety of professional applications. Practice in basic studio lighting techniques and advanced black and white photography. Concurrent registration in or previous successful completion of GDES 202L is required.			
<b>GDES 202L</b>	<b>Current Imaging II Lab</b>	<b>Spring</b>	<b>1 credit</b>
Concurrent registration in or previous successful completion of GDES 202 is required.			
<b>GDES 203</b>	<b>Commercial Illustration</b>	<b>BD</b>	<b>3 credits</b>
Prerequisite: GDES 111. A study in advanced illustration through the application of sound chronological procedure. Developing the picture idea through research and reference. Additional emphasis placed on composition and color applications. Additional course work will include sketchbook assignments. Concurrent registration in or previous successful completion of GDES 203L is required.			
<b>GDES 203L</b>	<b>Commercial Illustration Lab</b>	<b>BD</b>	<b>1 credit</b>
Concurrent registration in or previous successful completion of GDES 203 is required.			
<b>GDES 204</b>	<b>Print Production</b>	<b>Spring</b>	<b>3 credits</b>
An in-depth primer on off-set printing for the graphic designer including the pitfalls and solutions for preparing electronic files for various printing methods. Students will learn about putting ink to paper in an electronic age. Some of the subjects to be covered: history of printing, life cycle of a print job, ink, paper, bindery, prepress, preflighting files, managing fonts, vector and raster images, file management, production tips for Adobe Illustrator, Photoshop, InDesign and Acrobat. An intro to packaging will also be part of this session. Various projects and assignments related to printing will be assigned. Tours of various print shops and outside speakers will also be part of this class. Concurrent registration in or previous successful completion of GDES 204L is required.			
<b>GDES 204L</b>	<b>Print Production Lab</b>	<b>Spring</b>	<b>1 credit</b>
Concurrent registration in or previous successful completion of GDES 204 is required.			
<b>GDES 207</b>	<b>Introduction to Multimedia</b>	<b>Fall</b>	<b>3 credits</b>
Prerequisite: Instructor approval. An in-depth look at the fundamentals of web design and animation. Students will learn how to optimize images for the web as well as create interactive elements such as gif animations and rollovers. Students will also develop a basic working knowledge of vector animation and its role in web design. Software: Photoshop, Dreamweaver, Flash (other programs introduced as necessary).			
<b>GDES 207L</b>	<b>Introduction to Multimedia Lab</b>	<b>Fall</b>	<b>1 credit</b>
Concurrent registration in or previous successful completion of GDES 207 is required.			
<b>GDES 209</b>	<b>Design and Layout II</b>	<b>Fall</b>	<b>3 credits</b>
Review, demonstrate and build on design skills learned to date. More complex design principles will be explored. This course concentrates on the design and production of portfolio quality projects, specifically selected to demonstrate the capabilities and talents of the design student. Emphasis will be on designing brand experiences. Concurrent registration in or previous successful completion of GDES 209L is required.			

<b>GDES 209L</b>	<b>Design and Layout II Lab</b>	<b>Fall</b>	<b>1 credit</b>
Concurrent registration in or previous successful completion of GDES 209 is required.			
<b>GDES 213</b>	<b>Portfolio Presentation</b>	<b>Spring</b>	<b>3 credits</b>
Prerequisite: Instructor approval. Portfolio planning and preparation, including selection, organization and professional presentation. Resume development, interview techniques and job application procedures are emphasized to prepare students for the work force. Concurrent registration in or previous successful completion of GDES 213L is required.			
<b>GDES 213L</b>	<b>Portfolio Presentation Lab</b>	<b>Spring</b>	<b>1 credit</b>
Concurrent registration in or previous successful completion of GDES 213 is required.			
<b>GDES 294</b>	<b>Independent Study</b>		<b>1-3 credits</b>
Independent or directed study of special topics in graphic design and Communications. Department chairperson approval is required.			
<b>GDES 299</b>	<b>Special Topics</b>		<b>1-3 credits</b>
Variable instructional topics in the field of graphic design. Repeatable as long as content varies. Consent of department chairperson. .			
<b>GDES 195-295</b>	<b>Service Learning</b>		<b>1-3 credits</b>
Maximum of six semester hours. Service learning may be accomplished by one of three methods: Joining a club that has a public service component, doing volunteer work at a non-profit organization, or taking a course that links public service with its curriculum.			
<b>GDES 197-297</b>	<b>Cooperative Education/Internship</b>		<b>1-3 credits</b>
On a "when available" basis - not required for graduation. Repeatable up to six semester hours. Students get on-the-job experience under qualified supervision in graphic design occupations. Work hours are arranged by the employer, adviser, and student. Student progress is checked by oral and written reports from the employer. Student adviser conferences are held to discuss progress and/or problems. All co-op experiences are graded on a satisfactory/unsatisfactory basis. Consent of department chairperson. Must be a full time graphic design student.			