



DAVIS COLLEGE

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Graphic Design Associate Degree

This program focuses on developing the student's creativity and problem-solving skills that are necessary to be a graphic designer. The program explores the relationship between client and audience and how visual messages are created and delivered. Emphasis is placed on digital technology, utilizing the computer and software to create visual messages.

Upon completion of the Associate of Applied Business degree with a major in Graphic Design, the Davis College graduate will be prepared to:

Apply the elements and principles of design to create a visual language appropriate for graphic design, which includes the synthesis of typographic and visual elements to create effective visual messages.

Use appropriate computer hardware and industry standard page layout, image editing, and interactive media software.

Analyze and evaluate his/her work in terms of the design elements and principles, process, project requirements, and client needs.

Apply the principles and intentions of the General Education and the Business Core purposes.

Develop a Career Portfolio.

The student must complete Mid-Program and End-of-Program Assessment. The Student Handbook provides more detail on this process.

Program Outline

Course No.	Course Title	Cr. Hrs.
DSN108*	Drawing Foundations	5
DSN110*	2D Design	4
DSN115*	3D Design	4
DSN119*	Introduction to HTML	4
DSN125*	Typography	4
DSN130*	Digital Layout and Print Publishing	5
DSN135*	History of Graphic Design	4
DSN138*	Digital Image Making	5
DSN217	Responsive Web Design	4
DSN220	Packaging Design	4
DSN240	Visual Identity Systems	4
DSN270	Design Externship	4
MKT---	Visual Merchandising	4
OAM223	Business Communications	4
COM121	Composition I	5
COM122	Composition II	5
COM---	Communication Elective	4
HUM---	Humanities Elective	4
MGT102	Introduction to Business	5
MTH102	Introductory Algebra I	5
SSC---	Social Science Elective	4
IDS110*	Forum on Technology and Resources	4
Total Program Credit Hours		96

*Foundation courses (prerequisites to all DSN200-level courses)