



DAVIS COLLEGE

4747 Monroe Street
Toledo, OH 43623

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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. Graphic designers work in advertising agencies, graphic design studios, in-house design departments, and for commercial printers. Graphic designers create printed materials (posters, brochures, catalogs, books, ads, etc.), interactive media, identity programs, signs and sign systems, packaging, exhibitions, and displays.

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.

Program Outline

Course No.	Course Title	Cr. Hrs.
DSN101*	Drawing Principles	3
DSN105*	Drawing Concepts	3
DSN110*	2D Design	3
DSN115*	3D Design	3
DSN124*	Letterforms	3
DSN125*	Typography	3
DSN127*	Print Production	3
DSN130*	Digital Page Composition	3
DSN135*	History of Graphic Design	2
DSN140*	Color Principles	3
DSN145*	Digital Illustration	3
DSN160*	Digital Photography	3
DSN200	Graphic Design Principles	3
DSN220	Packaging Design	3
DSN230	Publication Design	3
DSN240	Visual Identity Systems	3
DSN270	Design Externship	2
DSN275	Portfolio Preparation and Professional Practices	3
CAS/CIS/WPR	Computer Elective	3
MGT102	Introduction to Business	5
MKT201	Marketing	5
MKT---	Marketing Elective (MKT206, MKT221, MKT222, MKT230)	4
OAM223	Business Communications	4
COM121	Composition I	5
COM122	Composition II	4
COM---	Communication Elective (COM201 or COM202)	4
HUM---	Humanities Elective	3
MTH102	Introductory Algebra I	5
SCI---	Science Elective	3
SSC201	Economics	4
SSC---	Social Science Elective	4
IDS110*	Forum on Technology and Resources	5
Total Program Credit Hours		110

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