
GRAPHIC COMMUNICATIONS

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GRC 101 Intro Graphic Communicatn**3 Credits**

Broad-based foundation of fundamental theories, issues, concepts, terminologies and methodologies used for creative/design projects in the graphic communications and digital media industries. Entry course for students pursuing print, web, and/or multimedia careers. Prerequisite:

GRC 103 Intro Computer Graphics**3 Credits**

Introduction to the computer as a graphic communications tool using image editing and page layout software. Software literacy, computer graphics terminology, design application, and production are stressed. Prerequisite:

GRC 119 Digital Media**3 Credits**

Introduction to the key digital elements of multimedia. Overview of hardware and software, design principles, and management skills needed to develop dynamic, interactive multimedia products. Prerequisite: Must have completed ENG 100 or ENG 101.

GRC 156 Design with Illustrator**3 Credits**

Introduction to visual communication as it relates to commercial art using vector-based software with an emphasis on corporate identity. Covers graphic design methodology, layout, typography, symbols, logos, and logo systems developed from thumbnails through final design. Prerequisite:

GRC 183 Design with Photoshop**3 Credits**

Introduction to digital imagery as a source for creating new images, scanning, and image manipulation. Explores visual communication through technical and conceptual methods. Recommended prerequisite: GRC 103. Prerequisite:

GRC 188 Web Animation I**3 Credits**

Introduction to animations and interactivity for the Web and mobile devices. Focuses on planning, design, and production. Topics covered include information architecture, navigational systems, tweens, audio, video, object properties, components, conditional actions, and publishing options. Recommended prerequisite: GRC 156. Prerequisite:

GRC 256 Adv Design with Illustrator**3 Credits**

Advanced two-dimensional illustration techniques using vector-based graphics software. Graphic projects are created with elements of design and application of principles of design. Recommended prerequisite: GRC 156. Prerequisite: