



PAIER
COLLEGE

Graphic Design Degree Catalog



Graphic Design and New Media

Program Description

Graphic Design and New Media field utilizes artists who can apply their skills to the selling of products and services. This field is characterized by a constant need for creative freshness in visual communication techniques brought on by the proliferation of consumer products and services, cyclical changes in fashion and style, and the worldwide growth of communication technology. Students of Graphic Design are confronted with the need to develop heightened sensitivity to color, design, graphic production techniques, and a broad vocabulary of imagery.

The program in Graphic Design balances the complementary facets of creative discipline and contemporary perceptions with studies in necessary techniques such as computer graphics, typography, lettering, layout, principles of advertising and marketing, package design, photographic applications, and graphic production. They are then applied to such arenas as television, corporate identity, media advertising, promotional pamphlets, brochures and packaging, technical illustration, and sign graphics. Students who complete the Graphic Design program may free-lance their skills, or be employed on a salaried basis in corporate or other business sectors. Independent design studios, advertising agencies, publishing houses, government agencies, and industrial corporations are examples of those that seek the services of free-lance and staff graphic designers. Their design services vary from inhouse projects to public need, and run the visual gamut from graphic budget presentations (e.g., graphs, charts, illustration) to concepts in traffic management or packaging of industrial products. In addition, knowledge of graphic production processes may lead interested Paier graduates into areas of sales and management, or may make them attractive candidates for various design training programs offered by large printing firms or film studios. Their beginning roles will depend upon the size of the organization that they join, the nature of their free-lance work. However, their developed skills and knowledge should allow them to advance competently to increasingly more complex professional work.

Learning Outcomes (BFA in Graphic Design)

Upon completion of this degree, the student will be able to:

- Demonstrate ability to identify, analyze, and solve design problems.
- Demonstrate mastery of design tools, techniques, and concepts in design.
- Demonstrate an understanding of the aesthetics of form development, and of the history and current state of design.
- Demonstrate proficiency in selection and use of relevant technologies in design. Abilities to use available technical and industrial processes to produce a design product, and to design and implement such a process.
- Demonstrate an understanding of the cultural and societal connections linking design trends and processes as well as a knowledge of business practices and of the marketplace.

Learning Outcomes (Certificate in Graphic Production)

Upon completion of this degree, the student will be able to:

- Demonstrate ability to identify, analyze, and solve design problems.
- Demonstrate mastery of design tools, techniques, and concepts in design.
- Demonstrate an understanding of the aesthetics of form development.

Admissions Requirements

Applicants must possess, at minimum, a high school diploma with at least a 2.0/4.0 GPA. Applicants should have a well-rounded education, gained through general education courses. The Admissions Department will consider writing, speaking, and analytical skills, as demonstrated through high school or collegiate level coursework or professional experience, although professional experience is not a prerequisite for admission. Applicants must submit an application and fee, portfolio, official high school transcript and supporting documents (as requested). Transfer applicants must also submit official transcripts from any/all colleges attended in order to be considered for applied transfer credit(s) at Paier College.

Graduation Requirements

The student must have been admitted as, or have achieved the status of, a matriculated student in the College, and must have attained upper-class or major status.

The student must have completed the last thirty semester hours of work toward his or her degree under the direct auspices of the College. Under exceptional circumstances, the senior academic administrator may slightly modify this requirement.

The student must present an overall cumulative quality point ratio of at least 2.0 and, in addition, must have a quality point ratio of 2.0 or better in those courses taken for credit in the major. The student must have earned the number of semester hours of credit required by the College and must not deviate from the curriculum as displayed in this catalog without the written approval of the appropriate senior academic administrator or his/her designate.

Bachelor of Fine Arts in Graphic Design and New Media

First Year

No.	Courses	SH/CHW/CHS
Fall		
ADSN 103	2D Design Prin.	3/5/75
FO 111	Drawing I	3/5/75
ADSN 119	Intro to Comp Apps	3/5/75
AH 105	Western Art History I	3/3/45
FYS 101	First Year Seminar	3/3/45
	Fall Semester Total:	15/21/315
Spring		
ADSN 108	3D Design Prin.	3/5/75
FO 112	Drawing II	3/5/75
ADSN 219	Computer Apps II	3/5/75
AH 106	Western Art History II	3/3/45
AS 101	English I	3/3/45
	Spring Semester Total:	15/21/315
	First Year Total:	30/42/630

Third Year

No.	Courses	SH/CHW/CHS
Fall		
ADSN 230	Video I	3/5/75
GDSN 305	Graphic Design Studio III	3/5/75
ADSN 255	Intro to Web Applications	3/5/75
AS 231	Mathematical Ideas	3/3/45
AS 321	Western Civ I	3/3/45
AS 258	Environmental Science	3/3/45
	Fall Semester Total:	18/24/360
Spring		
GDSN 306	Graphic Design Studio IV	3/5/75
ADSN 226	Intermediate Web Apps	3/5/75
GDSN 212	Visual Semiotics	3/5/75
ADSN 233	Motion Graphics	3/5/75
GDSN 203	ID and Logo	3/5/75
	Spring Semester Total:	15/25/375
	Third Year Total:	33/49/735

Second Year

No.	Courses	SH/CHW/CHS
Fall		
GDSN 255	Graphic Design Studio I	3/5/75
PH 190	Photo Basics I	3/5/75
ADSN 203	Typography	3/5/75
AH 305	History of Modern Art	3/3/45
AS 299	Innovation/Human	3/3/45
	Fall Semester Total:	15/21/315
Spring		
AS 102	English II	3/3/45
GDSN 256	Graphic Design Studio II	3/5/75
ADSN 379	History of Graphic Design	3/3/45
MCOM 242	Intro to New Media	3/3/45
MCOM 262	Writing for Interactive Media	3/3/45
GDSN 499	Storyboarding	3/5/75
	Spring Semester Total:	18/22/330
	Second Year Total:	33/43/645

Fourth Year

No.	Courses	SH/CHW/CHS
Fall		
AH 381	Contemporary Moving Image	3/3/45
GDSN 355	Graphic Design Studio V	3/5/75
GDSN 232	The Soundtrack	3/5/75
MCOM 290	Intercultural Communication	3/3/45
ADSN 325	Web Application III	3/5/75
	Fall Semester Total:	15/21/315
Spring		
GDSN 304	Business Practices	3/3/45
GDSN 465	GD Studio VI	3/5/75
AS 322	Western Civ II	3/3/45
GDSN 425	Design Services	3/5/75
MCOM 287	Video Editing & Post Prod.	3/5/75
	Spring Semester Total:	15/21/315
	Fourth Year Total:	30/42/630
	Program Total:	126/176/2670

Total Program Semester Hours: 126 Total Program Clock Hour Minimum: 2670

SH = Semester Hours (credits) per semester CHW = Clock Hours (contact time) per week

CHS = represents Clock Hours per semester (15 weeks)

Certification in Graphic Design

First Year

Code	Courses	SH/CHW/CHS
<i>Fall</i>		
GD 224	Concept Rendering	2/3/45
CG 160	Introduction to Computer Graphics	2/3/45
GD 229	Typography	2/3/45
	Fall Semester Total:	6/9/135
<i>Spring</i>		
FO 100	Color/Design	3/5/75
GD 233	Graphic Production	3/5/75
CG 260	Photo Digital Imaging	2/3/45
	Spring Semester Total:	8/13/195
	First Year Total	14/22/330

Second Year

Code	Courses	SH/CHW/CHS
<i>Fall</i>		
GD 201	Graphic Design I	2/3/45
CG 380	Computer Page Layout	2/3/45
CG 361	Multimedia	2/3/45
CG 388	Web Page Design I	2/3/45
	Fall Semester Total:	8/12/180
<i>Spring</i>		
GD 202	Graphic Design II	2/3/45
AS 250	Business Practices	2/2/30
CG 371	Computer Drawing	2/3/45
	Spring Semester Total:	6/8/120
	Second Year Total	14/20/300
	Program Total:	28/42/630

Total Program Semester Hours: 28 Total Program Clock Hour Minimum:630

SH = Semester Hours (credits) per semester CHW=Clock Hours (contact time) per week

CHS= represents Clock Hours per semester (15 weeks)

Certification in Graphic Design

First Year

Code	Courses	SH/CHW/CHS
<i>Fall</i>		
GD 224	Concept Rendering	2/3/45
CG 160	Introduction to Computer Graphics	2/3/45
GD 229	Typography	2/3/45
	Fall Semester Total:	6/9/135
<i>Spring</i>		
FO 100	Color/Design	3/5/75
GD 233	Graphic Production	3/5/75
CG 260	Photo Digital Imaging	2/3/45
	Spring Semester Total:	8/13/195
	First Year Total	14/22/330

Second Year

Code	Courses	SH/CHW/CHS
<i>Fall</i>		
GD 201	Graphic Design I	2/3/45
CG 380	Computer Page Layout	2/3/45
CG 361	Multimedia	2/3/45
CG 388	Web Page Design I	2/3/45
	Fall Semester Total:	8/12/180
<i>Spring</i>		
GD 202	Graphic Design II	2/3/45
AS 250	Business Practices	2/2/30
CG 371	Computer Drawing	2/3/45
	Spring Semester Total:	6/8/120
	Second Year Total	14/20/300
	Program Total:	28/42/630

Total Program Semester Hours: 28 Total Program Clock Hour Minimum:630

SH = Semester Hours (credits) per semester CHW=Clock Hours (contact time) per week

CHS= represents Clock Hours per semester (15 weeks)