LAKE ERIE COLLEGE GD BFA

VCGD-VISUAL COMMUNICATION GRAPHIC DESIGN   TOTAL:120 CREDITS

SEMESTER 1 (Freshman)

Art Drawing 1 (art 110)	3cr
GD102 Studio Skills	3cr
GD110 Fundamentals of Graphic Design	3cr
LEC Core Requirements	6cr

SEMESTER 2

GD201 Typography	3cr
GD220 Digital Illustration	3cr
LEC Core Requirements	9cr

SEMESTER 3 (Sophomore)

GD210 Graphic Design 1	3cr
GD211 Concepting and Design Research	3cr
GD305 Advanced Type	3cr
GD200 Sophomore Review	0cr
LEC Core Requirements	6cr

SEMESTER 4

GD310 Graphic Design 2	3cr
GD311 Publication Design	3cr
AT 203 or AT 210	3cr
LEC Core Requirements	6cr

SEMESTER 5 (Junior)

GD312 Web Design	3cr
GD313 Motion Graphics	3cr
GD320 Brand Identity	3cr
LEC Core Requirements	6cr

SEMESTER 6

GD314 UI/UX Design	3cr
GD301 Kinetic Typography	3cr
GD410 Package Design & Environments	3cr
GD300 Junior Review	0cr
LEC Core Requirements	6cr

SEMESTER 7 (Senior)

GD420 History of Graphic Design (LEO)	3cr
450/460 Intern or Individual Invest	3cr
GD412 Advertising & Design	3cr
LEC Core Requirements	6cr

SEMESTER 8

GD411 Environmental Graphics	3cr
GD490 Studio Professional Practices	3cr
GD491 Portfolio	3cr
LEC Core Requirements	6cr

All Studio Classes except (Research,
History of GD, Reviews, Fundamentals of GD)

ART DRAWING 1 (art 110) 3cr

Prereq: NONE

Foundations class that teach students how to draw in 1,2, and 3 point perspective. It should teach them light source and shading/value. This class will help students sketch out ideas before executing them into the computer.

STUDIO SKILLS (102) 3cr (Studio Class)

Prereq: NONE , Declared major., Lab Fee $30.00
100 level class. No prerequisites and this is an intro class.

This foundations course is an introduction to the basic elements, principles and processes of two-dimensional design. Students will be applying several methods of design development for the first time. Sketching, tracing, thumbnail drawings/comps, collage, research (looking at existing work), class discussions and critiques along with the use of required software will be used to develop final solutions to assigned problems. Coursework will enable the student to manipulate the elements of graphic design in an experimental way and to develop critical thought and aesthetic response while utilizing studio processes. Lectures, demonstrations, critiques and group discussions are also part of the class structure. Additional exercises and vocabulary quizzes may be given throughout the semester. This course is comprised of sequential and interrelated problems that build in complexity, as well as a final exam which will test the student's understanding of the elements, principles and processes covered in class. Students must receive a B- or higher to continue on into the program. They will learn the fundamentals of graphic design, and CRAFT (Neatness and presentation).

FUNDAMENTALS OF GRAPHIC DESIGN (110) 3cr

Prereq: NONE ,Lab Fee $30.00
100 level class. No prerequisites and this is an intro class.

This class teaches them the tools in order to get through the BFA program. They will learn Photoshop, Illustrator, and InDesign over the course of the semester. They will also learn the principles of graphic design and how to implement layout through the executions of these programs. This course is good for Non-Majors also. It will explore what Graphic Design is and give students a greater understanding of what can be done.

TYPOGRAPHY (201) 3cr (Studio Class)

Prereq: Studio Skills, Fundamentals of GD. Declared major. ,Lab Fee $30.00
200 level class. This class has a prerequisite and is in a specific area of the discipline.

Development, terminology, letterform, classification, selection and specification of typefaces. Emphasis on aesthetic and communicative aspects of typography. Introduction to techniques used to indicate type and images.

DIGITAL ILLUSTRATION (220) 3cr

Prereq: Art 101, Fundamentals of GD, Concurrent enrollment in Typography. Declared major or department approval.
200 level class. This class has a prerequisite and is in a specific area of the discipline. Will learn advanced illustration skills based on foundations.

Technical and aesthetic fundamentals in the creation of two-dimensional Designs for print and other

media utilizing industry standard 2D graphics and design applications. This class will focus on using Illustrator and Photoshop to illustrate and incorporate typography into designs.

GRAPHIC DESIGN 1 (210) 3cr (Studio Class)

Prereq: Typography. Declared major. ,Lab Fee $30.00
300 level class. This class has a prerequisite and is an upper division class. Must have all prior foundations class to execute projects.
Intro into Graphic Design and layout. Students will begin to design and layout a variety of collateral material and understand the importance of critiquing.

CONCEPTING AND DESIGN RESEARCH (211) 3cr

Prereq: Typography, concurrent enrollment in GD 1. Declared major. ,Lab Fee $30.00
200 level class. This class has a prerequisite and builds off of foundations.
This course will provide experience in planning and conducting research. Emphasis will be placed on preliminary research including theoretical, applied, and analytical aspects of design projects and processes. Students will examine how humans navigate the visual environment and how design factors can enhance communication. Design prototyping, testing, and analysis is included. Students will develop design research prototypes and evaluate the effectiveness of designed projects using appropriate research strategies. Basic research methods will be introduced. They will also learn how to develop a strong concept with their designs.

ADVANCED TYPE (305) 3cr

Prereq: Typography. Declared major. ,Lab Fee $30.00
300 level class. This class has a prerequisite and is an upper division class. Must have all prior foundations class to execute projects.
Students will explore typography by breaking boundaries in a grid system, and exploring the space on large format pages. They will learn to solve design problems utilizing typography only.

SOPHMORE REVIEW (200) 0cr

Prereq: Studio skills, Typography, Digital Illustration, concurrent enrollment in GD 1 & Advanced Type.
200 level class. This class has a prerequisite is sophomore status.
Students in the program will hand in a portfolio of work created so far. This will be done at the end of the fall sophomore semester around November. Myself and the current Graphic Design Adjunct will look at this work and see if the student's portfolio is up to standards before they can continue on in this program. It will be a Pass/Fail grade. Students who fail, will have the opportunity of retaking certain classes to see if they can pass the following year. Students who pass will continue on into the program.

GRAPHIC DESIGN 2 (310) 3cr (Studio Class)

Prereq: Graphic Design 1. Declared major. ,Lab Fee $30.00
300 level class. This class has a prerequisite and is an upper division class. Must have all prior foundations class to execute projects.
Advanced projects working with design systems. Graphic Design II is a continuation of Graphic Design I, utilizing basic layout with emphasis on Concept as applied to problem-solving methodologies through a series of exercises and problems. Projects exercise the student's ability to employ narrative and storytelling methods, along with design research, analysis, documentation and implementation. The

structure of this course is designed to foster self-initiative. Exercises will be completed outside of the classroom and students will be given a great amount of flexibility as they frame projects and decipher solutions to problems.

PUBLICATION DESIGN (311) 3cr (Studio Class)
Prereq: Graphic Design 1 and concurrent enrollment in Graphic Design 2. Declared major. ,Lab Fee $30.00
300 level class. This class has a prerequisite and is an upper division class. Must have all prior foundations class to execute projects.
Students will learn to design multi-page documents and carry a concept throughout their design. Examples of projects would be: Annual reports, manuals, etc…

WEB DESIGN (312) 3cr (Studio Class)
Prereq: Graphic Design 2. Declared Major. ,Lab Fee $30.00
300 level class. This class has a prerequisite and is an upper division class. Must have all prior foundations class to execute projects.
This course will focus on Web Design and Interactive art within the realm of the World Wide Web. The course will explore the Internet as a medium for art and for delivering information while utilizing the artistic possibilities of HTML,CSS, and responsive web design using Dreamweaver.

MOTION GRAPHICS (313) 3cr (Studio Class)
Prereq: Graphic Design 2. Declared Major. ,Lab Fee $30.00
300 level class. This class has a prerequisite and is an upper division class. Must have all prior foundations class to execute projects.
This course is aimed at expanding students typographic and visual vocabulary within time-based compositions. Students will be exposed to the many facets of motion design. This course will cover the elements of motion design; the role sound plays and integration of photography, video, and animation. Students will be introduced to the principles of traditional animation, the picture plane, representation, key frames, and storyboarding. We will study the application of motion design into other design artifacts and how it is technically implemented. Students will be introduced to Adobe After Effects and Sound editing software.

BRAND IDENTITY (320) 3cr (Studio Class)
Prereq: Graphic Design 2. Declared Major. ,Lab Fee $30.00
300 level class. This class has a prerequisite and is an upper division class. Must have all prior foundations class to execute projects.
Comprehensive corporate graphics emphasizing design process in creating corporate and brand identity. Visual and non-visual aspects of corporate graphics and brand applications will be explored. Emphasis will be placed logo design and brand application design in order to create a cohesive corporate brand identity.

UI/UX DESIGN (314) 3cr (Studio Class)
Prereq: Web Design. Declared Major. ,Lab Fee $30.00

300 level class. This class has a prerequisite and is an upper division class. Must have all prior foundations class to execute projects.

This course provides a comprehensive overview of the user experience design process, and is intended to familiarize students with the methods, concepts, and techniques necessary to make user experience design an integral part of developing information interfaces. The course provides students with an opportunity to acquire the resources, skills, and hands-on experience they need to design, develop, and evaluate information interfaces from a user-centered design perspective. They will learn to work in a group environment to user test and design apps for a mobile environment. Software explored will be MUSE or ADOBE DESIGNER.

KINETIC TYPOGRAPHY (Dynamic Typography) (301) 3cr (Studio Class)

Prereq: Graphic Design 2., Motion Graphics, Declared Major. ,Lab Fee $30.00
300 level class. This class has a prerequisite and is an upper division class. Must have all prior foundations class to execute projects.

In this class students will be introduced to strategies of visual communication through kinetic elements, focusing on form, speed, rhythm, orientation, color, texture, and quality of motion. Students will explore the expressive potential of typography in a variety of exercises dealing with dynamic typography and motion graphics. Students explore and experiment with typography in print expressed and unleashed in motion.

PACKAGE DESIGN & ENVIRONMENTS (410) 3cr (Studio Class)

Prereq: Brand Identity. Declared Major. ,Lab Fee $30.00
400 level class. This class has a prerequisite and is an upper division class. Prior 300 level classes are required for a student to effectively work through design solutions.

This course investigates the making of a retail brand, through development of a creative brief, name and identity, design of product packaging, point of sale and promotional items. The end result is an integrated retail program.

JUNIOR REVIEW (300)

Prereq: Junior Status. Must have completed all 300 level classes in VCGD including Package Design.
300 level class. This class has a prerequisite and is an upper division class. Student holds junior status in program.

All LEC BFA students are required to go through a process called the Junior Review to determine if they are ready to move on to advanced classes within their major. Once juniors obtain at least sixty credits they are required to have a Junior Review which is judged by faculty members. Pass/Fail GRADE.

HISTORY OF GRAPHIC DESIGN (LEO) (420) 3cr

Prereq: None
400 level class. This class has a prerequisite and is an upper division class. Must be able to problem solve and write research papers effectively.

History of graphic design. Students will learn about the innovators and graphic design and participate in discussion and writing a research paper based on the terms subject matter. This will be an online course and could also be taken in the summer. Ideally there is a historian that has developed Tri-Cs and Kent's history class and I would love her to develop this class.

ADVERTISING AND DESIGN (412) 3cr (Studio Class)

Prereq: Graphic Design 2. Declared Major. ,Lab Fee $30.00

400 level class. This class has a prerequisite and is an upper division class. Prior 300 level classes are required for a student to effectively work through design solutions.
Survey of fundamentals of advertising and design for print and other media with overview of industry's past and present. Examination of design process and appropriate types and uses of research. Examination and evaluation of layouts and delivery modes, evolution of presentations from thumbnails to storyboards, and critical analysis of designer/client relations. Additional topics reinforce materials usage, technical and hand skill development, and application of presentation techniques to real-world problem-solving applications. Students will learn to design an entire advertising campaign and present a creative brief based on research findings.

INTERNSHIP or INDIVIDUAL INVESIGATION (450/460) 3cr
Students intern for credit.
400 level class. This class has a prerequisite and is an upper division class. Prior 300 level classes are required for a student to effectively work through design solutions. Student is ready to take experience into the field to enhance their skills learned in class.

ENVIRONMENTAL GRAPHICS (411) 3cr (Studio Class)
Prereq: Package Design. Declared Major. ,Lab Fee $30.00
400 level class. This class has a prerequisite and is an upper division class. Prior 300 level classes are required for a student to effectively work through design solutions.
Students will learn about large scale design and wayfinding within a city. They will also learn about large scale guerilla advertising.

STUDIO PROFESSIONAL PRACTICES (490) 3cr (Studio Class)
Prereq: Advertising and Design. Declared Major. ,Lab Fee $30.00
400 level class. This class has a prerequisite and is an upper division class. Prior 300 level classes are required for a student to effectively work through design solutions.
An advanced class that will have real clients from non-profit organizations. Students will learn to work in real world situations dealing with time lines and budgets.

PORTFOLIO (491) 3cr
Prereq: This should be your final class with concurrent enrolment in Environmental graphics, Publication Design. Declared Major. ,Lab Fee $30.00
400 level class. This class has a prerequisite and is an upper division class. Prior 300 level classes are required for a student to effectively work through design solutions. Student holds senior status. Final class before graduation.
This is the last class that students should take before they graduate. This class prepares a student to create an outstanding portfolio to get them ready for the real world. A portfolio show will be required in which we will have the classes work on display in a gallery for perspective employers to come and look at their work.