

HERZING

ASSOCIATE OF SCIENCE IN GRAPHIC DESIGN (ASGRD)

ASSOCIATE OF APPLIED SCIENCE IN GRAPHIC DESIGN (AASGRD)

(The associate of applied science is offered at the Akron, Minneapolis, and Toledo campuses only)

PROGRAM DESCRIPTION

This associate's degree in graphic design employs an integrated and coherent approach that prepares students with the necessary academic knowledge and technical competencies required for an entry-level position in graphic design. The curriculum is focused on designing and producing work for print, interactive web, and exhibitions.

PROGRAM OBJECTIVES

Upon completion of this program students should be able to demonstrate the ability to participate as a team member or to manage projects that:

1. Demonstrate the use of type, imagery, and appropriate technologies and techniques to design socially appropriate solutions to interactive and graphic design problems.
2. Demonstrate a working knowledge of design production tools and interactive and graphic arts systems.
3. Create and maintain a portfolio appropriate for an entry-level position in interactive and graphic arts.
4. Demonstrate the entire creative design and production process from research to delivery of final product to client.
5. Demonstrate appropriate uses of different color modes, including RGB, CMYK, and spot colors.
6. Demonstrate the principles and elements of design as they relate in 2D, 3D, and interactive design.
7. List and describe features of the five families of type and demonstrate using the appropriate font in 2D, 3D, and interactive design.
8. Identify artists, techniques, and works of art from different periods of history.
9. Identify career opportunities in graphic design.
10. Communicate effectively to both individuals and groups, visually, orally, and in writing.
11. Think critically, both conceptually and by using mathematical analysis; write and speak effectively; use basic computer applications; and understand human behavior in the context of the greater society.

POTENTIAL JOB POSITION TITLES

Potential entry-level job position titles include junior graphic/web designer, junior production artist, and illustrator.

PROGRAM CONTENT

A minimum of 67.00 credit hours is required for graduation.

REQUIRED COURSES

All courses, 36.00 semester credit hours, are required.

Course Number	Course Name	Prerequisite	Credit Hours
BU 106	Introduction to Management	None	3.00
GA 101	Graphic Design Fundamentals	GA 102	3.00
GA 102	Introduction to Digital Design Applications	None	3.00
GA 104	Illustration Fundamentals	None	3.00
GA 105	Digital Photography: Introduction	GA 102	3.00
GA 201	Color Theory in Design	GA 102	3.00
GA 205	Diagrammatic Design	GA 102	3.00
GA 212	Introduction to Typography	GA 102	3.00

Course Number	Course Name	Prerequisite	Credit Hours
GA 215	Web Design Fundamentals	GA 105	3.00
GA 235	Corporate Identity Design	GA 201	3.00
GA 245	Web in Motion	GA 215	3.00
GA 285	Sophomore Portfolio Assessment	2 nd year/Sophomore	3.00

OPEN ELECTIVE COURSES

A minimum of 5.00 semester credit hours of open electives is required. Most students choose to take GA 294 (Career Internship) to fulfill this requirement, in which case PD 214 is a prerequisite.

GENERAL EDUCATION REQUIREMENTS

Students enrolled in this associate's degree must complete a minimum of 24.00 semester credit hours in general education distributed among the following disciplines. Refer to the General Education section of this catalog for Herzing University courses that would satisfy these requirements. *

- 1.00 Semester Credit Hour in Information Literacy
- 3.00 Semester Credit Hours in English Composition
- 3.00 Semester Credit Hours in Speech
- 4.00 Semester Credit Hours in Computer Applications ♦
- 4.00 Semester Credit Hours in Mathematics (College Algebra or Above)
- 3.00 Semester Credit Hours in Social or Behavioral Science
- 3.00 Semester Credit Hours in Natural Science or Humanities with a Critical Thinking Focus ** ▲ ♦
- 3.00 Semester Credit Hours in Art History

* Transfer students may transfer courses that are within 1.00 semester credit hour of the courses listed above to meet these discipline requirements. Any resulting deficiency in the total of 24.00 semester credit hours required in general education may be made up with general education electives from any of the listed disciplines.

** A course with a critical thinking focus would be a course that addresses the theories and application of critical analysis with an emphasis on developing sequential reasoning skills. Examples may be courses in critical thinking, philosophy, science, or logic.

▲ Students in the State of Georgia must take a science course to fulfill this requirement.

♦ The state of Minnesota requires a minimum of 20.00 semester credit hours of general education for associate's degrees, not counting computer applications. However, all Herzing University students in the AASGRD program must complete a minimum of 24.00 semester credit hours in general education, including computer applications, to complete the requirement for graduation from this associate's degree program. Minnesota students must complete at least 2.00 semester credit hours of general education in the humanities.

PERSONAL DEVELOPMENT COURSES

2.00 semester credit hours are required. Students taking the GA 294 Internship must also take PD 214.

Course Number	Course Name	Prerequisite	Credit Hours
PD 121	Professional Development I	None	1.00
PD 202	Professional Development II	None	1.00
PD 214	AS/AAS/BS/Diploma Internship Preparation	None	0.00

For more information about our graduation rates, the median debt of students who completed the program, and other important information, please visit our website at <http://www.herzing.edu/academics/graphic-design>