### Visual Literacy and Creative Expression –

Upon successful completion of all courses in the program, students will be able to:

1. **acquire skill in drawing and three-dimensional design utilizing traditional materials and techniques**
2. **identify and apply the design principles to control aesthetic and compositional elements in the creation of visual solutions to art and design problems**
3. **demonstrate the development of visual and conceptual skills required to create a successful design solution through the process of idea development, refinement, and assessment in the creation of design projects**

### Visual Communication, Conceptual and Critical Thinking –

Upon successful completion of all courses in the program, students will be able to:

1. **understand the function and impact of design, and the role of the design profession in our society**
2. **analyze a visual communication problem, develop visual concepts, and create design solutions that respond to client and audience needs through symbol and image creation, graphic illustration, paper selection, color, typography, page composition, interface design, sound, motion, and interactivity**
3. **communicate an understanding of design concepts, processes, and techniques using the “language” of design**

### Media and Technical Skills –

1. **gain competence in the Macintosh OS, file storage and retrieval, network navigation, and the output of digital images and designs**
2. **acquire skills in the use of image scanning, page layout, and vector and raster image software programs so as to be able to design and execute graphic symbols and illustrations, raster images, and page compositions incorporating typography and image**
3. **acquire skills in the use of interactive media and 2D animation software programs so as to be able to design and execute motion graphics, animation, and interactive designs**

### Professional Practice –

**execute motion graphics, animation, and interactive designs**

**acquire skills in the use of interactive media, and 2D animation software programs so as to be able to design and execute graphic symbols and illustrations, raster images, and page compositions incorporating typography and image**

**gain competence in the Macintosh OS, file storage and retrieval, network navigation, and the output of digital images and designs**

**acquire skills in the use of image scanning, page layout, and vector and raster image software programs so as to be able to design and execute graphic symbols and illustrations, raster images, and page compositions incorporating typography and image**

**demonstrate the development of visual and conceptual skills required to create a successful design solution through the process of idea development, refinement, and assessment in the creation of design projects**

### Graphic Design: Interactive Media Option (A.S. Degree) Program Abilities:

Upon successful completion of all courses in the program, students will be able to:

**Visual Literacy and Creative Expression –**

1. **acquire skill in drawing and three-dimensional design utilizing traditional materials and techniques**
2. **identify and apply the design principles to control aesthetic and compositional elements in the creation of visual solutions to art and design problems**
3. **demonstrate the development of visual and conceptual skills required to create a successful design solution through the process of idea development, refinement, and assessment in the creation of design projects**

**Visual Communication, Conceptual and Critical Thinking –**

4. **understand the function and impact of design, and the role of the design profession in our society**
5. **analyze a visual communication problem, develop visual concepts, and create design solutions that respond to client and audience needs through symbol and image creation, graphic illustration, paper selection, color, typography, page composition, interface design, sound, motion, and interactivity**
6. **communicate an understanding of design concepts, processes, and techniques using the “language” of design**

**Media and Technical Skills –**

7. **gain competence in the Macintosh OS, file storage and retrieval, network navigation, and the output of digital images and designs**
8. **acquire skills in the use of image scanning, page layout, and vector and raster image software programs so as to be able to design and execute graphic symbols and illustrations, raster images, and page compositions incorporating typography and image**
9. **acquire skills in the use of interactive media, and 2D animation software programs so as to be able to design and execute motion graphics, animation, and interactive designs**
10. understand project management, marketing and business related responsibilities of a graphic designer (and interactive
design in Interactive Media option) in the design and production of visual communication pieces, the necessity of
participating in a collaborative work environment, and adhering to professional ethical standards
11. demonstrate knowledge of design project goals, be able to set priorities to meet milestones for project completion,
and show the ability to revise and refine designs based on ongoing evaluation
12. present design solutions and portfolio, in a manner suited to professional presentation showing knowledge and
application of the concepts, skills, and techniques presented in courses during the program

General Education –

13. meet established general education requirements.