



21250 Stevens Creek Blvd.  
Cupertino, CA 95014  
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Academic Year  
**2014 - 2015**

# Graphic and Interactive Design

Creative Arts Division  
Bldg. A4  
408-864-8832

Counseling Center  
Student and Community  
Services Bldg. 2nd Fl.  
408-864-5400

Career Services Info.  
Student and Community  
Services Bldg. 2nd Fl.  
408-864-5400

### Certificate of Achievement Level Requirements

A minimum "C" grade in each major course.

Note: A maximum of six (6) quarter units may be transferred from other academic institutions.

### Certificate of Achievement-Advanced Level Requirements

1. A minimum "C" grade in each major course.
2. Demonstrated proficiency in English and mathematics as evidenced by eligibility for EVRT 1A or ESL 5 and eligibility for MATH 114.

Note: A maximum of 18 quarter units may be transferred from other academic institutions.

### A.A./A.S. Degree Requirements

1. Completion of all General Education (GE) requirements (31-42 quarter units) for the A.A./A.S. degree. GE units must be completed with a minimum 2.0 GPA ("C" average).
2. Completion of all major requirements. Each major course must be completed with a minimum "C" grade. Major courses can also be used to satisfy GE requirements (except for Liberal Arts degrees).  
Note: A maximum of 22 quarter units from other academic institutions may be applied toward the major.
3. Completion of a minimum of 90 degree-applicable quarter units (GE and major units included). All De Anza courses must be completed with a minimum 2.0 GPA ("C" average). All De Anza courses combined with courses transferred from other academic institutions must be completed with a minimum 2.0 GPA ("C" average).

Note: A minimum of 24 quarter units must be earned at De Anza College.

Major courses for certificates and degrees must be completed with a letter grade unless a particular course is only offered on a pass/no-pass basis.

The Graphic Design program emphasizes the elements and principles of design in combination with the use of the computer as a tool to produce graphic design projects. Focus is placed on the creative integration and selection of type styles and images as they relate to the printed page, film/video output, Web-based design, and multimedia applications. The Graphic Design certificate and degree programs are designed to prepare students for the workforce.

## Graphic Design

### Certificate of Achievement

Student Learning Outcomes - upon completion, students will be able to:

- demonstrate awareness of the computer as an effective and important mode of visual communication used by artists and designers today.
- demonstrate the creative potential of art and design software.
- analyze and interpret the elements and principles of graphic design as applied to the practice of visual communication and current graphic production techniques.
- demonstrate an understanding of the design process
- analyze styles in typographic design, type selection, and type specification in relation to new computer technology and the World Wide Web.
- demonstrate an understanding of the range of business practices currently used by artists and designers in the visual communications industry.

1. Meet the requirements for this certificate level.
2. Complete the following.

ARTS 4A	Beginning Drawing	3
ARTS 8	Two-Dimensional Design	3
ARTS 12	Design and Color	3
ARTS 53A	Introduction to Visual Technology	3
ARTS 53B	Introduction to Visual Technology II	3
ARTS 55A	Graphic Design - Communication	3
PHTG 4	Introduction to Digital Photography	3
Total Units Required . . . . .		21

Recommended

ARTS 4D	Representational Drawing (3)
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## Graphic Design

### Certificate of Achievement-Advanced

Student Learning Outcomes - upon completion, students will be able to:

- demonstrate an understanding of the design process.
- analyze styles in typographic design, type selection, and type specification in relation to new computer technology and the World Wide Web.
- demonstrate an understanding of the range of business practices currently used by artists and designers in the visual communications industry.

1. Meet the requirements for this certificate level.
2. Complete the Graphic Design Certificate of Achievement course requirements. 21
3. Complete the following.

ARTS 55B	Graphic Design - Communication	3
ARTS 56	Graphic Design/Page Layout for Electronic Publishing	3
ARTS 57	Graphic Design-Communication: Typography	3
ARTS 63	Business Practices for Graphic Designers	3
ARTS 65	Graphic Design for the World Wide Web	3
ARTS 86	Electronic Illustration Techniques	3

Complete a minimum of three (3) units from the following:

CIS 89A	Web Page Development (3)	
F/TV 20	Basic Digital Film/Video Production (4)	
JOUR 61A	Student News Media Production I (3)	
JOUR 62B	Freelance Photography for Student Media (1)	
JOUR 62D	Freelance Digital Production for Student Media (1)	
JOUR 62E	Freelance Graphic Production for Student Media (1)	
Total Units Required . . . . .		45

# Graphic Design

## A.A. Degree

*Student Learning Outcomes - upon completion, students will be able to:*

- demonstrate an understanding of the design process.
- analyze styles in typographic design, type selection, and type specification in relation to new computer technology and the World Wide Web.
- demonstrate an understanding of the range of business practices currently used by artists and designers in the visual communications industry.

Meet the A.A./A.S. degree requirements.

<i>Major</i>	<i>Complete the course requirements for the Graphic Design Cert. of Achievement and Cert. of Achievement-Advanced</i>	<i>45 units</i>
<i>GE</i>	<i>General Education (31-42 units)</i>	
<i>Electives</i>	<i>Elective courses required when major units plus GE units total is less than 90</i>	
	<i>Total Units Required . . . . .</i>	<i>90 units</i>