Graphic Design
- Career Development Certificate

Courses can be taken on their own or in conjunction with the following AS Degrees:

General Studies Degree, A.S.
The General Studies program focuses on students taking their first two years of college at Ivy Tech Community College and then transferring their credits to other colleges and universities both in state and out of state. (see Indiana University transfer listing).

Certificate in Graphic Design (24 credits) – Recommended sequence

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FOR MORE INFORMATION:

Office of Enrollment Services
Phone: 812.330.6350
Toll Free: 866-447-0700 (ext. 6350)
BL-AdmissionInquiry@lists.ivytech.edu

Dr. Lou Pierro
Program Chair & Associate Professor
(812) 330-6135, lpierro@ivytech.edu
Course Descriptions

VISC 101  Fundamentals of Design  3 Credits
Prerequisites: None.
Introduces students to fundamental design theory.
Investigations into design theory and color dynamics will provide experiences in applying design theory, ideas and creative problem solving. Provides design experiences in applying design theories and concepts, and creative problem solving.

VISC 102  Fundamentals of Imaging  3 Credits
Prerequisites: None.
Introduces students to a full range of image input technology and manipulation including conventional photography, digital imaging, and computer scanners. Students will learn to communicate concepts and ideas through various imaging devices. Explores composition and fosters creativity.

VISC 115  Introduction to Computer Graphics  3 Credits
Prerequisites: None.
A fundamental course which introduces students to the computer’s use in visual communication. The beginning focus of the course is on basic computer terminology and use, mastering fundamental skills, and developing efficient working styles. These skills are then developed by creating work with imaging, drawing, interactive, and page layout software.

VISC 114  Graphic Design I  3 Credits
Prerequisites: VISC 101, VISC 115.
Provides introductory instruction in design for communication primarily for print media. Teaches the steps in design development with meaningful message and concept. Produces samples for student portfolios, which may include elements or comprehensive projects in logo, stationery, newspaper, magazine, billboard, and interface design, etc.

VIS 116  Electronic Illustration  3 Credits
Prerequisites: VISC 115.
Provides intermediate instruction in illustration techniques using computer software designed for creating illustrations, technical, drawing, logos, packaging, maps, charts, and graphs. Emphasis is on preparing effective, creative illustrations
for various media applications in an efficient, productive manner. Produces samples for student portfolios.

**VISC 113  Typography  3 Credits**
Prerequisites: None.
An introductory course which addresses the issues pertinent to the proper and creative use of type and the enhancement of communication. Covers the history of type, typographic terminology, design, attention to aesthetics, common sense, and how we read. Projects emphasize an appreciation of and the practical use of type.

**VISC 217  Graphic Design II  3 Credits**
Prerequisites: VISC 114, VISC116, and VISC102.
Provides intermediate instruction in design for communication primarily for print media. Further explores design theory by applying concepts to achieve meaningful marketing and advertising results. Produces samples for student portfolios, which may include elements or comprehensive projects appropriate to trade/industrial advertising, brochures, flyers, pamphlets, posters, direct mail and/or consumer magazine advertising/branding, etc.

**VISC 207  Portfolio Preparation  3 Credits**
Prerequisites: Program Advisor Approval.
Provides advanced facilitation focusing on the students’ final preparation for the workforce. Requires an evaluation and portfolio development plan to be approved by the instructor. Finalizes project work demonstrating acquired knowledge and skills, along with resume and cover letter, for presentation to prospective employers. Also provides students with the opportunity to use one credit for field of study.