

# WEB & GRAPHIC DESIGN

## **DESKTOP PUBLISHING: ADOBE INDESIGN I**

**COURSE ID: GD0053**

Instructor: Jason Olney

### **SIX SESSIONS**

Tuesday, September 11 - October 16; 6 - 9:15 PM

**Tuition:** \$300; **Returning Students:** \$270; 2 CEUS

**Lab/Materials Fee:** \$35

InDesign is the latest tool for page layout and electronic pre-press preparation. This course will give students experience in basic layout creation; text creation and formatting; and image input and manipulation. Students also will gain a basic understanding of color as it relates to printing. *Mac competency required.*

## **ADVANCED DESKTOP PUBLISHING: ADOBE INDESIGN II**

**COURSE ID: GD0060**

Instructor: Jason Olney

### **SIX SESSIONS**

Tuesday, October 23 - November 27; 6 - 9:15 PM

**Tuition:** \$300; **Returning Students:** \$270; 2 CEUS

**Lab/Materials Fee:** \$35

Students will learn to create complex multi-page documents utilizing master pages and advanced paragraph and character styles, including the new nested-styles feature. Also explored will be the use of tables to automate design tasks, PDF-export capabilities and preflight and document-packaging functions. *Prerequisite: "Desktop Publishing: Adobe InDesign I."*

## **WORDPRESS CMS**

**COURSE ID: GD0088**

Instructor: Rob Whitehead

### **SIX SESSIONS**

Tuesday, October 23 - November 27; 6 - 9:15 PM

**Tuition:** \$300; **Returning Students:** \$270; 2 CEUS

**Lab/Materials Fee:** \$35

WordPress is an online, open source website creation tool written in PHP. But in non-geek speak, it's probably the easiest and most powerful blogging and website content management system (or CMS) in existence today. This WordPress course is for those managing or creating content on WordPress sites. This WordPress course is helpful for those with no previous WordPress training, as it provides a solid foundation and best practices for using and maintaining a WordPress site.

## **BASIC LAYOUT & TYPOGRAPHY FOR WEB AND PRINT**

**COURSE ID: GD0076**

Instructor: Joy Smoker

### **TWELVE SESSIONS**

Thursday, September 13 - December 6; 6 - 9:15 PM

**Tuition:** \$490; **Returning Students:** \$441; 4 CEUS

**Lab/Materials Fee:** \$35

Students will learn to communicate effectively using principles of design and typography. Issues of space, texture, color, rhythm and meaning will be addressed, along with the combination of type and visual elements to create effective layouts. *Mac competency required.*

## **ILLUSTRATION WITH VECTOR GRAPHICS: INTERMEDIATE ILLUSTRATOR**

**COURSE ID: GD0042**

Instructor: Jason Olney

### **SIX SESSIONS**

Monday, October 29 - December 3; 6 - 9:15 PM

**Tuition:** \$300; **Returning Students:** \$270; 2 CEUS

**Lab/Materials Fee:** \$35

This course will allow students to build on their basic understanding of Illustrator with exploration of the software's advanced capabilities, creating dynamic type effects and using blends for realistic illustrations. Students also will learn to integrate illustrations with Adobe Photoshop and web applications through a variety of problem-solving exercises. *Prerequisite: "Logo Design with Vector Graphics: Beginning Illustrator."*

## **INTERACTIVE DESIGN & ANIMATION WITH ADOBE ANIMATE CC I**

**COURSE ID: AN0056**

Instructor: Charley Parker

### **SIX SESSIONS**

Wednesday, September 12 - October 17; 6 - 9:15 PM

**Tuition:** \$300; **Returning Students:** \$270; 2 CEUS

**Lab/Materials Fee:** \$35

Students will learn to use the vector graphics and animation features of Adobe Animate CC to create an HTML5 animated motion graphics presentation, such as for the introduction for a website, and add basic interactivity. Students also will create an animated banner ad using typical specifications for commercial placement. The course includes an overview of HTML5 animation tools and options for publishing to various platforms, including the iPad and other mobile devices.

## **INTERACTIVE DESIGN & ANIMATION WITH ADOBE ANIMATE CC II**

**COURSE ID: AN0057**

Instructor: Charley Parker

### **SIX SESSIONS**

Wednesday, October 24 - November 28; 6 - 9:15 PM

**Tuition:** \$300; **Returning Students:** \$270; 2 CEUS

**Lab/Materials Fee:** \$35

Students will learn how to provide interactivity for responding to user input within a motion graphic presentation. Animated GIFs and the Google Web Designer banner ad creation tool also will be covered, along with the use of HTML5 animation tools to prepare static webpages and the incorporation of existing HTML elements into HTML5 animations.

*Prerequisite: "Interactive Design and Animation with Adobe Animate CC I."*

## **LOGO DESIGN WITH VECTOR GRAPHICS: BEGINNING ILLUSTRATOR**

**COURSE ID: GD0041**

Instructor: Jason Olney

### **SIX SESSIONS**

Monday, September 10 - October 22; 6 - 9:15 PM

**Tuition:** \$300; **Returning Students:** \$270; 2 CEUS

**Lab/Materials Fee:** \$35

One of the backbones of modern graphic design and electronic publishing, Illustrator is the leading vector-based illustration software available. This course instructs the beginning student in typical uses in today's design and publishing environment, covering basic drawing, tracing and typographic techniques. *Mac competency required.*

## **IMAGE COMPOSITION & ENHANCEMENT: BEGINNING PHOTOSHOP (MAC)**

**COURSE ID: GD0057**

Instructor: Jason Olney

### **SIX SESSIONS**

Saturday, September 15 - October 20; 10 AM - 1 PM

**Tuition:** \$300; **Returning Students:** \$270; 2 CEUS

**Lab/Materials Fee:** \$35

This course introduces the new user to Photoshop, the most widely used image-processing and image-manipulation application for the desktop. Students explore this program's powerful painting, color-correction and retouching tools along with the relationship between image capture, resolution and output quality. *Mac competency required*

## **WEB DESIGN FUNDAMENTALS**

**COURSE ID: WD0040**

Instructor: Warren Chase

### **TWELVE SESSIONS**

Thursday, September 13 - December 6; 6 - 9:15 PM

**Tuition:** \$490; **Returning Students:** \$441; 4 CEUS

**Lab/Materials Fee:** \$35

This course explores the major components of website development, including HTML, cascading style sheets (CSS) and graphic creation. Students will learn how to format text and control page layout; create compressed graphics and manipulate color schemes; understand hyperlinks and build comprehensive web navigation; develop online forms; understand website directory structure; and apply basic guidelines for search engine optimization. For their final project, students will construct a functional website.

*Prerequisite: "Photoshop I."*

## **IMAGE RETOUCHING & RESTORATION: INTERMEDIATE PHOTOSHOP (MAC)**

**COURSE ID: GD0058**

Instructor: Jason Olney

### **SIX SESSIONS**

Saturday, October 27 - December 1; 10 AM - 1 PM

**Tuition:** \$300; **Returning Students:** \$270; 2 CEUS

**Lab/Materials Fee:** \$35

Build on your basic understanding of Adobe Photoshop. Learn to unleash the power of this program through an exploration of layers, masks, paths and channels. Customize the application by combining multiple images from diverse sources. *Prerequisite: "Photoshop I."*

## **ADOBE PHOTOSHOP I - PC PLATFORM**

**COURSE ID: GD0054**

Instructor: Rob Whitehead

### **SIX SESSIONS**

Monday, September 10 - October 22; 6 - 9:15 PM

**Tuition:** \$300; **Returning Students:** \$270; 2 CEUS

**Lab/Materials Fee:** \$35

This course introduces the new user to Photoshop, the most widely used image-processing and image-manipulation application for the desktop. Students will explore this program's painting, color-correction and retouching tools and investigate the relationship between image capture, resolution and output quality. *Basic PC competency required.*

## **ADOBE PHOTOSHOP II - PC PLATFORM**

**COURSE ID: GD0055**

Instructor: Rob Whitehead

### **SIX SESSIONS**

Monday, October 29 - December 3; 6 - 9:15 PM

**Tuition:** \$300; **Returning Students:** \$270; 2 CEUS

**Lab/Materials Fee:** \$35

Students will build on their basic understanding of Adobe Photoshop by exploring layers, masks, paths and channels. They also will learn to customize the application by combining multiple images from diverse sources.

*Prerequisite: "Photoshop I (PC)."*

## **INTRODUCTION TO GRAPHIC DESIGN FOR WEB AND PRINT**

**COURSE ID: GD0077**

Instructor: Joy Smoker

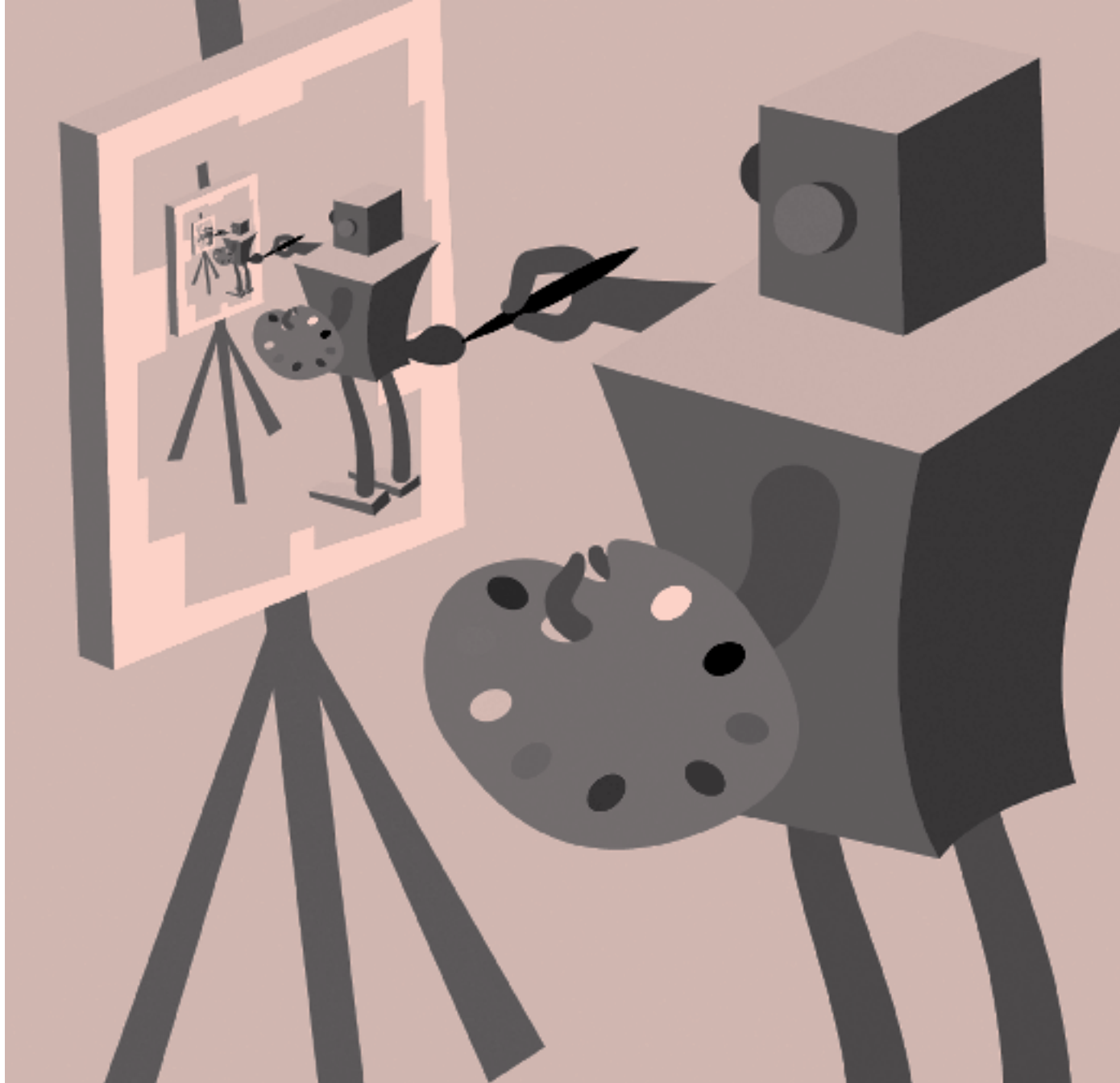
### **TWELVE SESSIONS**

Tuesday, September 11 - November 27; 6 - 9:15 PM

**Tuition:** \$490; **Returning Students:** \$441; 4 CEUS

**Lab/Materials Fee:** \$35

This course includes an overview of page layout, vector-based illustration and pixel-based digital-imaging software. Publishing techniques, rough composition skills, concept development and typography basics will be introduced and shown in real-world applications. *Mac competency required.*



# CERTIFICATE INFO

PART TIME, NON-DEGREE PROGRAMS OF STUDY

## WEB DESIGN CERTIFICATE OF COMPLETION

Web designers focus on the art of creating aesthetically pleasing websites with effective usability. This compact course of study enables students to design the look and feel of an original website or upgrade an existing site, as well as implement the website by embedding images and objects in HTML (HyperText Markup Language) and define the layout in CSS (Cascading Style Sheets). This program is well-suited for creative individuals who wish to advance their careers, build their competencies and enhance their technical and creative skills by adding web design to their creative toolbox.

### WEB DESIGN CURRICULUM

#### Semester One

Introduction to Graphic Design for Web and Print  
Adobe Photoshop I/II

#### Semester Two

Web Design Fundamentals  
Interactive Design & Animation I/II

#### Semester Three

Web Design with Adobe Dreamweaver & CSS I/II  
JavaScript for Non-Programmers

#### Semester Four

Portfolio Workshop  
Elective I

## GRAPHIC DESIGN CERTIFICATE OF COMPLETION

Graphic designers are artists, visual communicators and creative problem solvers for their clients. This curriculum enables creative students to communicate messages through print media, including books, posters, newsletters, magazines and packaging, while also providing an introduction to application of basic graphic design principles to the web. This area of study is ideal for individuals who wish to establish their own business, freelance or work within a corporate advertising and design environment.

### GRAPHIC DESIGN CURRICULUM

#### Semester One

Introduction to Graphic Design for Web and Print  
Adobe Photoshop I/II

#### Semester Two

Adobe InDesign I/II  
Adobe Illustrator I/II

#### Semester Three

Basic Layout & Typography for Web and Print  
Web Design Fundamentals

#### Semester Four

Portfolio Workshop  
Elective I

## WEB & GRAPHIC DESIGN COMBINED CERTIFICATE OF COMPLETION

For those students who wish to gain the technical and creative skills to excel in both web and print, DCAD now offers a Combined Certificate in Web & Graphic Design. Students will become well-versed in design principles as applied to both traditional print publishing as well as digital communications. Students may further customize advanced study through elective classes.

### WEB & GRAPHIC DESIGN COMBINED CERTIFICATE CURRICULUM

#### Semester One

Introduction to Graphic Design for Web & Print  
Basic Layout & Typography for Web & Print  
Adobe Photoshop I/II

#### Semester Two

Web Design Fundamentals  
Interactive Design & Animation I/II

#### Semester Three

Web Design with Adobe Dreamweaver & CSS I/II  
Adobe Illustrator I/II

#### Semester Four

JavaScript for Non-Programmers  
Elective I  
Elective II

#### Semester Five

Portfolio Workshop  
Paramount Project