GRAPHIC DESIGN
COURSE DESCRIPTIONS 2020-2021

Graphic Design

ACCF GDCT 190: Color Techniques

ACCF GDLT 290: Lettering

ACCF GDGD 190: Geometric Drawing – *fall semester only*

ACCF GDII 141: Design of the Illustrated Image – *fall semester only*

ACCF GDCD 290: Computer Aided Graphic Design I

ACCF GDCD 390: Computer Aided Graphic Design II

ACCF GDDI 190 Digital Illustration – *summer (TBC)*

ACCF GDPD 390: Publishing Design

ACCF GDGD 290: Introduction to Graphic Design

ACCF GDGD 390: Graphic Design II

ACCF GDGD 490: Graphic Design III

ACCF GDIN 490: Advertising Design

ACCF GDAN 390: 3-D Animation

ACCF GDAN 490: 3-D Animation II

ACCF GDMK 490: Marketing and Trends: Graphic Design – *spring semester only*

ACCF GDBD 190: Basic Design – *fall semester only*

ACCF GDWD 390: Web Design I – *fall semester only*

ACCF GDWD 490: Web Design II

ACCF GDVC 390: Visual Communications

ACCF GDPK 390: Packaging Design

ACCF GDPK 390S: Packaging Design – *summer*

ACCF GDPK 490: Packaging Design II

ACCF GDCI 490: Design of the Coordinated Image

ACCF GDCT 190: Color Techniques
The objective of this course is to provide the student with a basic knowledge of applied color techniques for graphic illustration. Through the realistic use of colors and shapes, students will improve and perfect their illustration skills. Students will experience how colors, through their chromatic effects, forms and expression, transmit different feelings and results. The students will study the different effects of light and shadow by putting into practice the various techniques

ACCF GDLT 290: Lettering
This course will introduce students to the most common calligraphic techniques and to the general rules of letter drawing necessary for a personal design style. Students will work on exercises as well as freehand geometrical designs and will develop their projects with various techniques, including freehand drawing. Their projects will be compiled in individual portfolios which will be used to evaluate their progress throughout the course. The course will be taught in theoretical and practical lessons with individual and group critiques.

ACCF GDGD 190: Geometric Drawing – *fall semester only*
This course aims to provide students with the fundamentals of descriptive geometry through a combination of lectures and in-class exercises. Exercises will consist of hand-drawn technical drawings such as orthogonal and volumetric projections and perspective. Students will learn to draw letters, numbers and logotypes based on geometric shapes.

ACCF GDII 141: Design of the Illustrated Image – *fall semester only*
The aims of this course are to teach the students how to design, develop and execute original illustrations, express their design ideas and how to accompany text with illustration. Students will explore the construction of illustrations using various techniques and media, including pencils, inks, watercolor, tempera and acrylic paints.

ACCF GDCD 290: Computer Aided Graphic Design I
This course will provide students with a basic user's knowledge of the main graphic software: Adobe Photoshop and Adobe Illustrator, with a review of other software. This computer-based component of the Basic Design course will introduce the students to graphic design and its principles, focusing mainly on technical aspects and the use of new technologies and computer software. The course will also introduce basic graphic design theory, history, concepts and the main applications.

ACCF GDCD 390: Computer Aided Graphic Design II
During this course, students will study the various instruments of Illustrator, in particular those used to draw vectors. They will learn to draw a basic layout with InDesign through various exercises, learn to create a map and mask, learn to determine which programs to use for different types of projects, prepare and create a printed calendar using InDesign and tables for the layout, study the InDesign and Illustrator functions used to handle text and images and convert a graphic design project in PDF analysing the various settings for printing and web.

ACCF GDDI 190: Digital Illustration – Summer (TBC)

The goal of this course is to give students an introductory-level understanding of the tools and methodology needed to begin digital illustration in Adobe Photoshop and Adobe Illustrator programs so that they can make artistic and creative illustrations using those two programs.

Students will be able to digitally create, plan and finish illustrations. They will learn to sketch digitally using colors and brushes and to work with vectors and other tips and effects.

ACCF GDPD 390: Publishing Design

The goal of this course is to develop students' understanding of the technical knowledge required to work as a designer in the publishing and graphic industry. Course topics will include the graphics industry's print processes, rules, main features, quality levels, fields of application; mobile characters printing and creation of forms; the offset print method; colors: additive and subtractive synthesis, process table, Pantone solid colors; scanner; folding and set up; sizes and imposition.

ACCF GDGD 290: Introduction to Graphic Design

The course is designed to teach students the basics of graphic design in order to communicate ideas. The course will start from the study of the basic instruments necessary for a graphic design project, such as the analysis of a message, the study of the format, of printing, of colors, of basic graphic composition, etc. in order to create and realize a basic graphic design project.

ACCF GDGD 390: Graphic Design II

In this continuation of Graphic Design I, there will be an increase in the complexity of projects and the quality of research. Students will use innovative ways of communication to solve complex problems and will autonomously manage a complete graphic design. They will research alternative solutions to troubleshoot graphics problems, and the major tools of graphic design will be studied, including composition, sizes, structures and grids, fonts and their characteristics, hierarchies of communication, the use of color, weight and balance, etc.

ACCF GDGD 490: Graphic Design III

Using basic principles of communication, information and promotion of products and services, students will create effective graphic design projects that are consistent with the brand philosophy and objectives of the promotional message. Students will analyze the general characteristics of goods or services and different methods and strategies of communication. They will research, design and implement projects that appropriately communicate the brand, product or service. The diverse distribution channels for graphic design (print, direct mail, web, etc.) will also be studied.

ACCF GDIN 390: Advertising Design

Student will learn the basic principles of communication, information and promotion of products and services in order to realize a graphic design project that reflects the company brand philosophy and objectives. Students will analyze the general characteristics of goods or services as well as the different communication methods and strategies in order to propose effective brand communication projects through the various graphic design distribution channels (print, direct mail, web, etc.).

ACCF GDAN 390: 3-D Animation

This course aims to develop students' skills in creating basic 3-D animated objects using Cinema 4D software. During the course students will become familiar with the software and tools used to create

3-D animated objects. They will learn to create a video using Sound Effector, photo-insert a 3-D object using camera mapping, and insert a 3-D object into a video landscape.

ACCF GDAN 490: 3-D Animation II
This course aims to further develop students' skills in the use of 3-D animation so that it can be used for the creation of a professional portfolio. Students will use Cinema 4D software to create a video advertising and digital art campaign on the theme of food. They will also create a professional portfolio in a video format.

ACCF GDMK 490: Marketing and Trends: Graphic Design – *spring semester only*
This course introduces students to marketing and the instruments to understand and analyze a specific market. It will explain the basics of how to create a marketing plan, the process of creating a brand and SWOT analysis. Students will gain a general understanding of the world of marketing.

ACCF GDBD 190: Basic Design – *fall semester only*
This course aims to introduce the student to the world of design through a review of the basic graphic design categories, such as visual perception, signs, icons, colors, composition, words, materials and images. Students will be asked to employ these various design categories in a hand-drawn graphic project.

ACCF GDWD 390: Web Design I – *fall semester only*
This course introduces the tools and programs used to develop websites in order to advertise different kinds of companies. Students will learn how to design and create websites taking into consideration the internet network requirements, the internet communication needs and the location of information for internet users. Students will be encouraged to work on their own projects in order to develop their personal fields of interest.

ACCF GDWD 490: Web Design II
The course will take students to a professional level in their ability to identify and define the specific parameters of a website project and to develop appropriate innovative graphic solutions for specific problems from site architecture and styling to site promotion.

ACCF GDVC 390: Visual Communications
This course will explore graphic advertising in depth. Students will work on practical graphic advertising exercises: advertising posters, leaflets/flyers, brochures, etc. Students will learn to work with the graphic formats most commonly used in the professional market.

ACCF GDPK 390: Packaging Design
This course aims to develop the student's research, development and graphic design capabilities related to packaging design. New technologies, materials, and typologies that respond to today's complex market demands will be evaluated. The class will feature 3 projects. The first two projects are based on material constraints, glass and then metal, while the third and final project, carton packaging, must clearly communicate the client's message in an innovative and attractive way in a traditionally difficult packaging sector.

ACCF GDPK 290 Packaging Design – Summer
The course will include recent developments in packaging technology and the use of new materials and

new types of product packaging. Students will learn about and research new ways of presenting products and will aim to create coherent and innovative design solutions in their projects.

ACCF GDPK 490: Packaging Design II
The course will include recent developments in packaging technology and the use of new materials and new types of product packaging. Students will learn about and research new ways of presenting products and will aim to create coherent and innovative design solutions in their projects.

ACCF GDCI 490: Design of the Coordinated Image
Students are asked to produce and present a corporate project according to specific requests in order to successfully launch and promote the image of a company, product or service. The objective is to realize a complete and coordinated graphic look for a virtual/real company that is either a start-up or that needs a new look. Students are requested to give a professional look that defines or redefines the visual elements and corporate value of a company, product or service. The course develops some themes regarding logos, branding and rebranding, marketing, product development, mass media and social-cultural issues.