

# Graphic Design

## General Description

The Graphic Design program is the study of graphic communication in areas such as advertising, designing studios, printing, typesetting, newspapers, corporate art departments, television, and publishing.

Emphasis is placed upon design and communication problem solving with appropriate exposure to technology as a design implementation tool. Course work includes *Graphic Design—Typography*, which explores the creative and practical use of the alphabet in graphic communication. *Graphic Design—Draw* applies the basic design principles, skills, and concepts related to the combination of words and images. *Introduction to Digital Imaging* is designed for graphic artists and photographers. The course covers basic instruction in the electronic operation of photographic imagery, composites, and collages.

The Southwestern College graphic design computer labs are considered among the best in San Diego County, receiving yearly upgrades to maintain industry standards.

## Career Options

Two study options are offered to students: The first option is a one-year sequence through the Regional Occupation Program (ROP). Students receive a certificate after completing a three-course sequence. The second option is a two-year transfer program resulting in an associate degree. The two-year program provides students with the necessary foundation in design, art, and technology required of students for entry-level positions or transfer to a four-year institution. Both options have a proven

track record for preparing students to enter the industry or transfer to design schools in this demanding profession.

Students completing the program have transferred to such prestigious design schools as, Art Center College of Design, California Institute of the Arts, California College of Arts and Crafts, the School of Visual Arts, and New York University.

### For More Information

- Office of Admissions, Building 103, 619-482-6550
- School of Arts and Communication, Room 702B, 619-482-6372
- School of Counseling and Personal Development, Room 107, 619-482-6317
- Regional Occupational Program (ROP), Room 213, 619-482-6377
- Southwestern College Catalog—Arts, Graphics, and Photography
- [www.swc.cc.ca.us](http://www.swc.cc.ca.us)



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