

ART 218: Introduction to Graphic Design

Introduces the principles of graphic design through manipulation, presentation, and interpretation of verbal and visual messages. Involves creating form and meaning through varied commercial and aesthetic graphic expressions, including typography, logos, and ad design. Begins developing students' competency to effectively communicate a message through graphic manifestation. Introduces the following programs: Adobe Illustrator, Photoshop, and InDesign. This course includes special fees.

Credits: 3

Prerequisites:

ART 110.

Program: Art