ART 318: Intermediate Graphic Design

Builds on the skills from Introduction to Graphic Design and challenges students to analyze and create more complex typographical and verbal expressions, image manipulation, and visual narratives for print and digital mediums. Involves developing concepts for brand identity, logos, ads, and other design expressions as well as the historical significance of digital art. Includes advanced instruction in Adobe Illustrator, Photoshop, and InDesign. This course includes special fees.

Credits: 3
Prerequisites:
ART 216 or permission of the instructor.
Program: Art