



# GRAPHIC DESIGN



## TYPICAL COURSE SEQUENCE | ASSOCIATE of ARTS DEGREE / BACHELOR of FINE ART 2009-10



	PROGRAM SPECIFIC COURSES				GENERAL EDUCATION
<b>1ST QUARTER</b>	<b>Drawing &amp; Perspective FND102</b> Students will explore various art and media and learn to use a variety of drawing tools with an emphasis on perspective, where the students will draw three-dimensional objects in one-, two-, and three-point perspective.	<b>Color Theory FND100</b> This fundamental course will provide an introduction to the principles of color, and an exploration of color theory as it relates to design. Students will learn how to use color in both traditional and contemporary mediums.	<b>Two Dimensional Design FND101</b> This introductory course will explore the principles of design, and introduce and develop the creative process. Design elements and relationships will be identified and employed to establish a basis for aesthetic sensitivity and critical analysis.	<b>Typography GD108</b> This course is an introduction of lettering skills and the history and foundation of letterforms. The placement of display and text type in a formatted space, and the relationship between the appearance and readability of letterforms, are also studied.	<b>GE Seminar GE100</b> This course will acquaint the student with the college's expectations for success as a student and professional. Students will develop their independent and critical thinking skills and build their abilities in research and information literacy.
<b>2ND QUARTER</b>	<b>Analysis of Form FND106</b> This course involves the observation and translation of three-dimensional form into two-dimensional drawings. Starting with simple shapes and progressing to more complex organic forms.	<b>Graphic Stylization &amp; Symbolism GD122</b> This course examines the importance of graphic symbols in design. Logos and other symbolic images will be examined in historic and contemporary contexts. Graphic elements including typography, simplified imagery, and abstract shapes are utilized to create designs & images.	<b>Design Layout GD117</b> This class will concentrate on utilizing design principles and theories in problem solving, focusing on the importance of layout composition. Emphasis will be on the process of design development from roughs to comprehensives, layout, and the use of grid systems.	<b>Concepts in Computer Graphics FND103</b> This course introduces the student to the wide range of applications for computers in industries ranging from computer animation to video production, and includes extensive hands-on training in the use of mainstream computer graphics programs.	<b>English Composition GE101</b> Students will explore techniques for developing and improving written communication skills, including grammar. Emphasis is placed on researching and documenting, on organizing processes such as brainstorming and prioritizing, and
<b>3RD QUARTER</b>	<b>Concept Development GD218</b> This course will emphasize the conceptualization process of art and its function in solving given problems. The student will use creative problem solving and research techniques, specifically, problem identification, analysis, brainstorming.	<b>Digital Typography GD220</b> This course is a continuation of the study of the fundamentals of typography. Exercises and projects focus on the hierarchical qualities of typography. Creative problem-solving solutions will be examined with an emphasis on creative techniques.	<b>Writing for Interactive Media IM211</b> This is a specialized writing course for interactive design. Students will learn the unique characteristics and techniques of media writing and apply them to interactive media production.	<b>Illustration Styles and Techniques GD202</b> A study of a variety of styles and techniques utilized while creating illustrations that depict a story or a concept. The basic elements of researching, organizing and designing an illustration are explored while focusing on the development of professional skills.	<b>Art History I GE106 - Ancient</b> This course is a general historical survey focusing on the aesthetic movements of major civilizations from approximately 25,000 B.C.E. to 330 C.E.: Paleolithic, Egyptian, Near Eastern, Greek, Roman, ancient Eastern, and ancient African cultures.
<b>4TH QUARTER</b>	<b>Three Dimensional Design FND131</b> Form and Space involves the formal understanding and manipulation of the basic-organizing principals of the three-dimensional worlds. Point, line, plane, mass, volume, density and form are discussed.	<b>Type &amp; Letterform GD223</b> Emphasis is placed on the expressive potential of typography. How the form of the written word(s) affects the meaning is studied experimentally. The emphasis is on design elements from the perspective of history, psychology, and artistic interpretation.	<b>Electronic Print Production GD216</b> This course will introduce the student to the electronic preparation of simple and complex designs. Typesetting, pagination, image reproduction, color specification, trapping procedures, and binding and finishing techniques will be explored.	<b>Digital Illustration I PHO119</b> Students develop basic image manipulation skills in a raster-based computer environment. Emphasis is on the fundamentals of color management, scanning, photo retouching, imaging, special effects, and filters and masks.	<b>College Mathematics GE112</b> Students will learn how to solve algebraic equations and story problems, solve quadratic equations and systems of equations, make graphs and solve equations graphically, solve basic geometric problems, and solve applied problems using ratios and proportions.
<b>5TH QUARTER</b>	<b>History of Graphic Design GD309</b> Through lectures, supplied visual examples, independent research and design assessments, the student will gain insight into a variety of major design influences. The student will learn how to research and utilize a wide variety of design styles.	<b>Interface Design IM231</b> Interface Design is an introduction to the preplanning aspects of the design process. Students will formulate design projects specifically for the delivery mediums such as the kiosk, the World Wide Web, and other digital media.	<b>Advanced Electronic Print Production GD327</b> Students complete multiple-page electronic pre-press documents that include scanned and edited images, object-defined graphics and text through the integration of a variety of file types. The place of electronic page make-up in modern print	<b>Computer Drawing GD208</b> This course will explore vector-based graphic applications that are considered to be industry standard. Using different software applications, the student will demonstrate an understanding of electronic illustration.	<b>Art History II GE206 - Medieval</b> A general art history survey, this course focuses on major artistic movements throughout the world from the Byzantine Empire through the Renaissance to the Baroque period, from approximately 300 to 1600 C.E.
<b>6TH QUARTER</b>	<b>Fundamentals of Web Page Scripting IM103</b> Students integrate design skills with the basic computer language skills (HTML) required in order to create web pages. Emphasis is balanced between the design and technical elements of Web Page design and production.	<b>Career Development GD290</b> This course prepares students for the business environment and the transition into an applied arts profession. It emphasizes the concepts of professionalism and an overall understanding of self-marketing in the field. Resume, networking and interviewing skills are explored.	<b>Art Direction GD229</b> This course will examine the role of the art director in producing multi-faceted design projects. Working in teams, students will coordinate their creative efforts, from concept to finished output.	<b>Promotional Design GD312</b> Explores theories, methods, and strategies for effectively selling a product. Provides concepts of product, price, promotion, distribution and benefit as they relate to advertising. Lectures include a review of the target audiences, budgets,	<b>Science GE115</b> This course is an introduction to general science including biology, chemistry, earth science and physics. The emphasis is on the scientific method, including formulation and evaluation of questions, planning and conducting experiments, and making systematic observations.
<b>7TH QUARTER</b>	<b>Advanced Web Page Scripting IM205</b> Building upon the skills learned from Fundamentals of Web Page Scripting the students will add functionality to their basic HTML document by the addition of scripting languages that will make the document more dynamic in nature.	<b>Conceptual Illustration GD272</b> An advanced study of illustration focusing on concepts, craftsmanship and creativity while visually communicating an editorial message. Styles, techniques and challenges of editorial and storytelling are addressed.	<b>Publication Design GD336</b> Publication design is a mainstay in the study of graphic design. This class will focus on creating a publication, hierarchy, grid, page sequence and spreads. The publication will be typographically-oriented with a combination of images, color and texture.	<b>Portfolio I GD297</b> The evaluation and coordination by students and instructor of projects for the purposes of preparing a professional portfolio. Coursework focuses on bringing out the individual qualities, strengths and skills of the student.	<b>Speech Communications GE109</b> This course emphasizes the essentials of basic public speaking and professional demeanor in a variety of situational contexts. Time is spent on verbal and nonverbal communication, appropriate appearance, and the use of visual aids.
<b>8TH QUARTER</b>	<b>Advanced Design GD337</b> The role of graphic design in collateral materials will be introduced and explored with a focus on brochures, billboards, posters, transit cards, point of sale materials, direct mail pieces, sales promotion materials, etc. Presentations will be emphasized.	<b>Business Law &amp; Intellectual Property CC315</b> This course covers the multiple facets of media business law. Topics include: an overview of the legal system, contracts, personal property, intellectual property, copyright and additional legal and ethical business issues.	<b>Internship GD292</b> Students participate in an internship program by working part-time with cooperating employers. Institute advisors coordinate and monitor the program. Practical hands-on experience complements classroom learning.	<b>Portfolio II GD392</b> Students will incorporate knowledge and techniques acquired during the program to determine specific career goals, and begin preparation of a professional entry-level portfolio.	<b>World Civilization GE140</b> Students explore the cultural, intellectual and political traditions that have framed historical developments from the 18th to the 21st centuries. Recognition, investigation and analysis of differing cultural perspectives and approaches to the human dilemma are emphasized.
<b>9TH QUARTER</b>	<b>Analytical Writing GE102</b> This course explores the development of analytical and evaluative writing in regard to the art, elements, and techniques of literature and other genres. The emphasis is on the critical evaluation and analysis of various forms of literary and artistic expression.	<b>Expressive and Experimental Typography GD352</b> Expand typography's expressive and experimental voice by examining the use of type in current market conditions. An emphasis will be placed on the integration of typographic principles within a variety of media delivery systems in a conceptual and creative framework.	<b>Corporate Identity GD330</b> Students will conduct an in-depth systematic study of the creation of a corporate identity. Problem solving, information gathering, system development and application standards are discussed. Students will focus on color, logotypes, symbols, and branding.	<b>Senior Studio GD425</b> Portfolio materials will be evaluated and serve as a point of departure for individualized research on a topic that is of particular interest to their area of study and will submit an abstract of their intended thesis study.	<b>Art History III GE306 - Modern</b> This course is a general art history survey focusing on major artistic movements throughout the world from approximately 1600 to 1945 C.E., including the Baroque, Neoclassical, and Romantic eras, as well as early Modernism.
<b>10TH QUARTER</b>	<b>Argumentation and Debate GE250</b> The purpose of this course is to enable students to develop and improve their abilities to present themselves and argue for their perspective in a variety of contexts.	<b>Digital Photographic Art Direction GD450</b> This course introduces students to the fundamental terminology, concepts, and techniques of digital photography. It focuses on the principles of using color, composition, lighting and other techniques for overall thematic and visual effects of photographic images.	<b>Computer Animation for Multimedia IM107</b> This course investigates the use of animation in the development of interactive as well as non-interactive digital media art. The class will emphasize the mechanics of 2-D animation and sound with interactivity.	<b>Senior Thesis GD448</b> Students in this course present a comprehensive understanding of their academic experience. Proficiency will be demonstrated in both studio and general education courses through a written document and oral presentation.	<b>Contemporary Art &amp; Design GE370</b> In this course students will concentrate on contemporary art and design issues. They will analyze and evaluate the Postmodern movement in art, architecture, graphic design, film and culture.
<b>11TH QUARTER</b>	<b>Cultural Theory GE240</b> This course will examine how cultural phenomena shape our world and how, in turn, we shape it. Questions will be raised such as what is the relationship between high and pop culture; how does culture embody power, gender, race and class; and how does material culture	<b>Technical Option GD3-400</b>	<b>Design Production Team GD432</b> This is a special projects course in which students utilize their knowledge of design, typography, production techniques, video, and audio to execute a team project. Students also apply communications, teamwork, and organizational skills.	<b>Senior Project GD458</b> Students will develop an independent project supporting their thesis. Developing a long-term assignment and extending the skills learned in previous studio classes are emphasized.	<b>Ethics GE350</b> This course is an examination of the moral and ethical complexities of the human experience from a variety of cultural perspectives, including moral theories, moral rights, moral responsibilities, and moral virtues.
<b>12TH QUARTER</b>	<b>Environmental Science GE215</b> This course is an exploration of environmental science as an interdisciplinary field. Students examine both the natural and social sciences, including an understanding of the natural world and its interconnections and the impact each person makes on the environment.	<b>GE Option GE104</b>	<b>Technical Option GD400</b>	<b>Portfolio Presentation GD460</b> The evaluation and coordination by students and instructor of projects for the purposes of preparing a professional portfolio. Coursework focuses on bringing out the individual qualities, strengths and skills of the student.	<b>GE Seminar GE400</b> In this capstone humanities class, students will build on their previous humanities and general education learning experiences to explore a more advanced specific topic. Students will work in groups to research and prepare a professional presentation.

Note:

Not all courses may be available each quarter. Consult with your Academic Director as to availability and course scheduling options.

FULL TIME FACULTY



DOUG HEINLEIN

Academic Director  
Director – Graphic Design,  
Interactive Media Design  
M.F.A., School of the Art Institute of  
Chicago, Painting; B.F.A., Kent State  
University, Painting and Filmmaking.  
Twenty years experience, including:  
Interactive Media, Graphic Design,  
Information Architecture, and New  
Business Development; Creative  
Director; Director of Design -  
RollingStone.com, closerlook.com.



FRED GRIFFIN

B.A., Chouinard Art Institute (now  
California Institute for the Arts);  
University of Washington. Exhibits  
include: The Northwest Art  
Exchange, LaConner; Skagit Valley  
College Foundation Gallery. Work  
in regional exhibitions includes: The  
Puget Sound Country Show - Enck  
Gallery; the Annual Puget Sound Area  
Exhibition - Frye Museum; Bellevue  
Art Museum 10/40 Anniversary  
Celebration.



SIGRID CANNON

B.F.A., Art Center College of Design.  
Professional Awards – Gold Award -  
Denver Art Directors' Club; Alfie  
Awards (2) - Denver Art Directors  
Club. Photographic Art Direction,  
The Seattle Catalog; Designer, The  
Catalogs (Aspen, CO); Art Director,  
David Marlow Advertising (Aspen,  
CO); Designer, NASTAR; SKI Maga-  
zine; Worldwide Ski Corporation  
(Aspen, CO); Ehrig & Associates; The  
Seattle Athletic Club; Splash (pools  
& spas); Tumbleweed (interiors);  
Mephisto; Americano Coffee; etc.



DAVE DANIOTH

Awards – video graphics: 1992  
Emerald City Awards – Gold in  
Training Category – Immunex;  
Silver – Microsoft-Piracy; Excellence  
– Kenworth-Cab Construction; Merit  
– Caterpillar-Trade Show; ITVA  
International – Finalist; Telly Awards,  
Silver – Caterpillar-Trade Show.  
Electronics Graphic Artist. Clients  
include Microsoft; Seattle Mariners;  
Seattle Seahawks; Arizona Cardinals;  
San Francisco Giants; Houston As-  
tros; Illumination Arts; Little League  
Baseball Association; etc.



DALE RUTTER

B.A., University of Washington; Stan-  
dard State Certified Teaching Cer-  
tificate. Freelance illustrator. Clients  
include Starwave; Humongous Ent-  
ertainment; Work Shop 4; American  
Arthritis Foundation; Department  
of Defenses – U.S. Armed Services;  
Driven Rain Publishers; Pomegran-  
ate Publishers; N.A.S.A.; Mayo Clinic;  
Washington Post; Washington Times;  
AT&T; Wireless Review; Computer  
User. Member of A.I.G.A.



TONY DATTILO

M.F.A. in Visual Arts, Vermont College.  
B.F.A., Tyler School of Art; teaching  
certification, K-12, WA, PA; freelance  
artist; Central Europe summer art  
tour guide. "I love to teach because it  
is both rewarding on a personal level  
and informative to my own artistic  
process."



AARON SHURTS

M.F.A. Graphic Design–Savannah  
College of Art and Design, B.F.A.  
Graphic Design–Savannah College  
of Art and Design with proficiencies  
in: Publication Design, Web Design,  
Environmental Graphics, Advertis-  
ement design, Corporate Identity  
Design, Packaging Design. Featured  
in The New York Times and CMYK  
magazine for poster design for the  
G8 Summit Convention and in Adobe  
Partners in Education, Democratic  
National Convention and the Repub-  
lican National Convention.



DAN LAFFERTY

M.S. Ed, Duquesne University; B.F.A.,  
Carnegie-Mellon University;  
Associates of Specialized Technol-  
ogy (A.S.T.) – The Art Institute of  
Pittsburgh. Dean Emeritus, Faculty  
– The Art Institute of Seattle. Dean  
of Education, 1982-2001, Interim  
Academic Director for Visual  
Communications, Fashion Design,  
Photography – The Art Institute of  
Seattle; Assistant Dean of Education,  
Academic Director for Visual  
Communications.



SHANE LISTON

M.Ed., Argosy University, Seattle;  
B.F.A., University of Washington,  
Painting; B.F.A., University of  
Washington, Print Making. Instructor  
– University of Washington; Graphic  
Designer – Washington Natural  
Gas; Cabinet maker. Recipient of  
International Association of Business  
Communicators Gold Quill award;  
member of Seattle Art Museum.



SCOTT MANSFIELD

M.F.A., University of Iowa, Fine Art/  
Sculpture; M.A., Central Washington  
University; B.A., Central Washington  
University; Washington State Arts  
Commission Purchase Award recipi-  
ent, 1998; Art exhibitions throughout  
Northwest, Midwest.



MELANIE MENKE

M.F.A., Washington State Univer-  
sity; B.F.A., University of Idaho. Art  
Director - A Round World Music  
Productions; Design Consultant - M.  
Studios. Art exhibitions: Regional and  
national. Professional Grant Awards:  
Washington Arts Commission; Arts  
in Education; King County Arts Com-  
mission; Tukwila Arts Commission.

PART TIME FACULTY



ANITA GRIFFIN

B.S., The Art Institute Online,  
Pittsburgh; A.A.A., The Art Institute  
of Seattle; Graduate of The Burnley  
School of Professional Art. Illustrator,  
Cartoonist, Animator, Art Director.  
Clients include Humongous Ent-  
ertainment; The Frozen Food Council  
of Washington State; SAFECO Insur-  
ance, Co.; Coffin Company Motion  
Pictures. Member of Graphic  
Artists Guild.



RAYNE BEAUOIN

B.S., in Technology, Western Wash-  
ington University, Visual Communi-  
cations; Art Center College of Design,  
Pasadena. Assistant Vice President  
for Creative Services - Washington  
Mutual; full-time and freelance Art  
Director in Los Angeles, New York  
City, and Seattle for NWayer, DDB,  
Cole and Webber; accounts  
included: ABC News; General Mo-  
tors; Weyerhaeuser; Yamaha; U.S.  
Bank; Holland-America Cruise Lines;  
Godfather's Pizza; Nordstrom.



CHIE SHARP

M.Ed., Argosy University;  
B.A., Sophia University  
A.A.A., The Art Institute of Seattle-  
Graphic Designer and Type Designer.  
Client includes: Paramount Pictures,  
Warner Brothers, Disney Pictures,  
CBS, Kiro TV, Microsoft, P&G, J&J,  
Nordstrom, Shiseido, Cheerwine.  
Creative Director – Girvin.



DAVID KENDALL

B.A., University of Washington  
B.F.A., University of Washington  
M.F.A., University of Washington  
Principal and Creative Director, Ken-  
dall Ross Brand Development & De-  
sign. Clients include Bellevue Square,  
Lincoln Square, Victoria Gardens, The  
Bellevue Collection, Precept Brands,  
Washington Hills Winery, Sahale  
Snacks, Trident Seafoods and Tully's  
Coffee.



CINDY GRACE

J.D., Washington & Lee University;  
B.A., Brandeis University, Sociology/  
Biology. Member of the Washing-  
ton State Bar Association; Private  
Practice. Assistant General Counsel  
for M.A. Center.



CONNIE BIGELOW

MFA School of Visual Arts  
BFA Corcoran School of Art  
Graphic Designer and Electronic Pro-  
duction Artist, CRB Graphics.  
Clients include: Cascade Designs,  
Continental Mills, Chronicle Books,  
Direct Mail Design, Family Circle  
magazine, HL2, Microsoft, TCS  
Expeditions, This Old House maga-  
zine, Travel Concepts, Royal  
Caribbean. Art Director, Handheld  
Computing and Mobility magazines.



JIM LI

M.F.A., University of Washington;  
B.F.A., University of Hawaii at Manoa.  
Senior Designer – BBFM, Inc. Clients  
include: Downtown Seattle Associa-  
tion; Microsoft; Safeco; Seattle Art  
Museum; Space Needle; Watchguard;  
Susan G. Koman Foundation; SeaFair;  
Overlake Hospital.



DALE NORDELL

B.F.A., Art Center College of Design;  
B.F.A., University of Puget Sound. Cli-  
ents include Microsoft; Seafirst Bank;  
U.S. West Cellular; PACCAR; Alaska  
Seafood; Egghead Software; Cole &  
Weber; Ehrig & Associates; North-  
west Chamber Orchestra; Simon &  
Schuster; Market Advertising. Awards  
include: Seattle Advertising Award -  
Seattle Advertising Show (Tacoma  
Ceramics Guild Award - U.P.S.).  
Member of Seattle Art Museum.



WENDY DUNLAP

BA, Evergreen State College, Olym  
AA, Seattle Central CC  
Freelance logo, ad, and publication  
design; typesetting; illustration; edit-  
ing; and proofreading. Specialized in  
design for the music industry; album/  
cassette covers, newsletters, posters,  
and press kits. Clients included: Salon  
Twenty Eight, Stewart Brothers (now  
SBC) Coffee, Aloha Graphics, Office  
and Professional Employees Interna-  
tional Union Local 8, Backlash Maga-  
zine, Gavin's Howse TV show, Jellyfish  
Music, Tough Suspect Records and At  
Your Fingertips.



LINDA HORSLEY

BFA University of Washington  
MFA Northwestern University  
Founding member and the Event  
and Exhibit Coordinator at the City  
Museum in St. Louis and the Assistant  
Director for six years of the St. Louis  
Architecture Museum located in the  
City Museum. Linda has been an ac-  
tive member of Seattle's Gallery 110  
Collective. Her artwork is owned  
internationally. Linda has previously  
resided in West Africa and Trinidad  
and Tobago.



RICHARD JOFFRAY

B.A., Art Center College of Design-  
London College of Printing and  
Graphic Design, Rochester Institute  
of Technology and Master's candidate  
Argosy University. Art directed  
for Commercials, Television and  
Video for Entertainment Tonight, The  
Pretenders, Wang Chung and Michael  
Jackson. Prop Master for Feature  
Films including American Hear,  
Moonwalker, The In Crowd, ET, Back  
to the Future. Currently principal of  
Technosigner.com, a design and web  
building business.



JUNICHI TSUNEOKA

BFA Waseda University  
BFA Cornish College of the Arts  
Owner at Studio Stubborn Sideburn  
Award includes: Addy Gold, Print  
Magazine Annual, Applied Arts Annual,  
Society of illustrators, Permanent  
archive of EMP.