

GRAPHIC COMMUNICATIONS (GRC)

Also see VIS (Visual Media) courses that are part of the Graphic Arts and Media Technology/Graphic Communications degrees and certificates.

GRC 100 - Introduction To Graphic Arts and Media Technologies Units: 3
Foundational course that introduces the many career opportunities available in graphic arts and media technologies. Creativity, methodologies, technologies, production workflows and distribution of media relevant to print, web/user interface and motion graphics will be discussed and hands-on projects will introduce skills required for GAMT degrees and certificates.

Term Offered: Spring and Fall

GRC 116 - Introduction to Digital Art & Design Units: 3
Foundation course that introduces computer graphics applications for the development of content for visual media. Class will present a project-based overview of vector-drawing and pixel editing content creation software.

Enrollment Requirements: Prerequisite: GRC 100, or can be taken concurrently.

Term Offered: Spring and Fall

GRC 117 - Introduction to Motion Graphics Units: 3

Foundation course that introduces computer systems and applications as they relate to motion graphics in digital media. Class will present a project-based overview of animation processes and digital video creation.
Enrollment Requirements: Prerequisite or co-requisite: GRC 116, or approval of instructor.

Term Offered: Spring and Fall

GRC 120 - Software Applications-Beginning Photoshop Units: 0.5-1

Software workshop focusing on beginning techniques and applications of the current version of Adobe Photoshop. Class is taught hands on with software demonstrations. Class may be used toward the Graphic Communications Certificate but may not be used toward the AAS Graphic Communications Degree.

Transferability: May not transfer towards an NSHE bachelor's degree

Term Offered: AS NEEDED

GRC 123 - Software Applications-Advanced Photoshop Units: 0.5-1

Software workshop focusing on advanced techniques and applications of the current version of Adobe Photoshop. Class is taught hands on with software demonstrations. Class may be used toward the Graphic Communications Certificate but may not be used toward the AAS Graphic Communications Degree.

Transferability: May not transfer towards an NSHE bachelor's degree

Term Offered: AS NEEDED

GRC 124 - Software Applications-Beginning Illustrator Units: 0.5-1

Software workshop focusing on beginning techniques and applications of the current version of Adobe Illustrator. Class is taught hands on with software demonstrations. Class may be used toward the Graphic Communications Certificate but may not be used toward the AAS Graphic Communications Degree.

Transferability: May not transfer towards an NSHE bachelor's degree

Term Offered: AS NEEDED

GRC 125 - Graphics Software Certification Units: 1-2

Intermediate level graphic design software courses meant to prepare students for the Adobe Certified Associate (ACA) exams. Classes will include information on production processes, design principles and software specific instruction, as outlined in the current published Adobe ACA exam objectives. Please verify version of Adobe software in the current class schedule. Course does not include taking the ACA exam. This course may be repeated for up to eight credits.

Transferability: May not transfer towards an NSHE bachelor's degree

Enrollment Requirements: Prerequisite: None NOTE: If student is working towards the Graphic Software Skills Certificate, GRC 118 and GRC 119 should be taken prior to this class.

GRC 126 - Software Applications-Advanced Illustrator Units: 0.5-1

Software workshop focusing on advanced techniques and applications of the current version of Adobe Illustrator. Class is taught hands on with software demonstrations. Class may be used toward the Graphic Communications Certificate but may not be used toward the AAS Graphic Communications Degree.

Transferability: May not transfer towards an NSHE bachelor's degree

GRC 127 - Software Applications-Beginning InDesign Units: 0.5-1

Software workshop focusing on beginning techniques and applications of the current version of Adobe InDesign. Class is taught hands on with software demonstrations. Class may be used toward the Graphic Communications Certificate but may not be used toward the AAS Graphic Communications Degree.

Transferability: May not transfer towards an NSHE bachelor's degree

Term Offered: AS NEEDED

GRC 128 - Software Applications-Advanced InDesign Units: 0.5-1

Software workshop focusing on advanced techniques and applications of the current version of Adobe InDesign. Class is taught hands on with software demonstrations. Class may be used toward the Graphic Communications Certificate but may not be used toward the AAS Graphic Communications Degree.

Transferability: May not transfer towards an NSHE bachelor's degree

Term Offered: AS NEEDED

GRC 129 - Software Applications-Beginning Dreamweaver Units: 0.5-1

Software workshop focusing on beginning techniques and applications of the current version of Adobe Dreamweaver. Class is taught hands on with software demonstrations. Class may be used toward the Graphic Communications Certificate but may not be used toward the AAS Graphic Communications Degree.

Transferability: May not transfer towards an NSHE bachelor's degree

Term Offered: AS NEEDED

GRC 130 - Software Applications-Beginning Flash Units: 0.5-1

Software workshop focusing on beginning techniques and applications of the current version of Adobe Flash. Class is taught hands on with software demonstrations. Class may be used toward the Graphic Communications Certificate but may not be used toward the AAS Graphic Communications Degree.

Transferability: May not transfer towards an NSHE bachelor's degree

Term Offered: AS NEEDED

GRC 131 - Software Applications-Premiere/Soundbooth Units: 0.5-1

Software workshop focusing on beginning techniques and applications of the current version of Adobe Premiere and Soundbooth. Class is taught hands on with software demonstrations. Class may be used toward the Graphic Communications Certificate but may not be used toward the AAS Graphic Communications Degree.

Transferability: May not transfer towards an NSHE bachelor's degree

Term Offered: AS NEEDED

- GRC 132 - Drawing for Animation** **Units: 3**
Drawing instruction for students wishing to pursue animation as a career field. Course will focus on human figure drawing, animal drawing, drawing humans and animals in motion, animation character design, animation background and location design, and drawing for visual storytelling applicable for motion graphics, video production and interactive design.
Enrollment Requirements: Prerequisite: ART 101 and GRC 100, or approval of instructor.
Term Offered: Fall
- GRC 135 - Storyboarding** **Units: 3**
Introduction to techniques and strategies for visual storytelling. Visual language and syntax for narrative, non-linear, alternative and experimental storytelling methodologies will be explored. Story structure, character development, style, premise, genre, and format (commercial ad, interstitial, PSA, short, feature, music video, Web, games, etc.) will be discussed.
Enrollment Requirements: Prerequisite: GRC 117
Term Offered: Spring
- GRC 153 - Commercial Printing Processes** **Units: 3**
An intermediate course in commercial printing processes including screen printing and offset lithography. Hands-on class will focus on electronic pre-press and printing methods used in commercial printing.
Enrollment Requirements: Prerequisite: GRC 116, or approval of instructor.
Term Offered: Spring
- GRC 175 - Web Design I** **Units: 3**
Introduction to authoring for the World Wide Web using industry standard software applications. Topics covered include planning, designing and building a Web site, aesthetics, creating and optimizing computer graphics for Web, information architecture, navigation and interactivity, Web publishing, Web hosting and site management.
Enrollment Requirements: Prerequisites: GRC 116, or approval of instructor.
Term Offered: AS NEEDED
- GRC 182 - Digital Video Production** **Units: 3**
Introduction to the basic principles and practices of digital video production. The course covers every phase of introductory digital video preproduction, production and post-production processes from "concept to final output", including story and concept development, lighting, recording and capturing footage, importing and managing clips, editing methods, transitions, special effects, titles, and credits, sound design and output to different formats.
Enrollment Requirements: Prerequisite: GRC 117 or instructor approval.
Term Offered: AS NEEDED
- GRC 198 - Special Topics in Graphic Communications** **Units: 0.5-6**
Various short courses and experimental classes covering a variety of subjects. The class will be a variable credit of one-half to six credits depending upon class content and number of hours required. The course may be repeated for up to six credits.
Term Offered: AS NEEDED
- GRC 200 - Design Thinking & Methodologies** **Units: 3**
Intermediate course that will build upon skills and processes learned in GRC 116. Students will broaden their techniques for ideation and effective design thinking and analysis. Students will produce studio design exercises and projects that will increase technical fluency in industry-standard software applications. This class will prepare students for lower and upper division GAMT courses, and will increase conceptual thinking and improve their technical skillsets.
Enrollment Requirements: Prerequisite: GRC 116, or approval of instructor.
Term Offered: Spring and Fall
- GRC 210 - Typography I** **Units: 3**
The historical context of letterforms, introducing the theories and technologies of typographic communication, design and execution. Studio-based projects focus on practical analysis, visual and conceptual interaction of type and image, and the creative exploration of type as a formal element.
Enrollment Requirements: Prerequisites: GRC 200, or approval of instructor.
- GRC 220 - Graphic Design I** **Units: 3**
Principles and language of graphic design and media. The course will develop an understanding of visual communication theories, processes and methods using current industry technologies.
Enrollment Requirements: Prerequisite: GRC 200, or approval of instructor.
- GRC 275 - Web Design II** **Units: 3**
Intermediate Web page design using industry-standard applications. Topics include planning and design, programming, interactivity, behaviors, animation, page weighting, meta tags, databases, Web hosting and site management.
Enrollment Requirements: Prerequisite: GRC 175 and CIT 151, or approval of instructor.
Term Offered: AS NEEDED
- GRC 282 - Motion Graphics for Video** **Units: 3**
The principles of visual design and color, animation and sound design applied to motion graphic design. The creation of combined animated and live action video title sequences, vignettes and advertising interstitials using typographic, visual and auditory elements.
Enrollment Requirements: Prerequisite: GRC 135 or instructor approval.
Term Offered: AS NEEDED
- GRC 284 - 3D Modeling and Texturing** **Units: 3**
Introduction to 3-Dimensional (3D) modeling, texturing techniques within many CGI industry production processes. Topics include basic to intermediate geometric polygonal and organic 3D modeling, creating CGI environments, creating and applying 2D textures to 3D models, creating and applying CGI lighting techniques and basic rendering process.
Enrollment Requirements: Prerequisite: VIS 120 and GRC 132 or approval of instructor.
Term Offered: AS NEEDED
- GRC 290 - Internship in Graphic Communications** **Units: 1-8**
Supervised work experience with a selected graphic communications business, dependent upon students selected major emphasis. Course is designed to apply knowledge to real on-the-job situations in a program designed by a company official and a faculty advisor. Available to students entering their last semester of instruction for the GRC associates degree. Contact the department advisor for application, screening and required skills evaluation. 45 hours on the job per credit.
Enrollment Requirements: Minimum 18 units of GRC classes or approval of instructor.
Term Offered: AS NEEDED
- GRC 294 - Portfolio Workshop** **Units: 3**
Development of a portfolio for employment in the graphic communications/visual media or transfer to a four-year program. Class will deal with the professional and legal requirements of working in the graphic communications or digital media industry.
Enrollment Requirements: Prerequisite: Minimum 24 units of GRC classes or approval of instructor.
Term Offered: Spring

- GRC 298 - Special Problems in Graphic Communications** **Units: 0.5-6**
 Selected advanced topics and workshops relating to specific areas of graphic communications. The class will be a variable credit of one-half to six credits depending upon class content and number of hours required.
Term Offered: AS NEEDED
- GRC 299 - Independent Study** **Units: 1-6**
 This course is designed for advanced students to pursue work in a specific area of graphic communications. Students must submit a written proposal which becomes a contract for the course of study. Students must meet with a faculty advisor on a regular basis. Course may be repeated up to 6 credits.
Term Offered: AS NEEDED
- GRC 300 - History of Graphic Arts and Media Technologies** **Units: 3**
 This course covers the history of graphics and media from the dawn of writing until today, including the development of typography and books; Arts & Crafts and the private press; posters, printing history, history of advertising; the Bauhaus and 20th century design; and new media into the 21st century.
Enrollment Requirements: Prerequisite: GRC 100 and ENG 101 (or equivalent), or approval of instructor.
- GRC 310 - Typography II** **Units: 3**
 Advanced exploration of communication and structural aspects of typography. Focus on layout and page design systems, experimentation and expressively using type to enhance meaning.
Enrollment Requirements: GRC 210 or approval of instructor.
- GRC 335 - Compositing and Visual Effects** **Units: 3**
 Introduction to processes and practices of visual image compositing and the creation of visual effects for motion graphics sequences and video production. Exploration of techniques such as green screen, mattes, parallax motion, lighting and other visual effects.
Enrollment Requirements: Prerequisite: GRC 182 or approval of instructor.
- GRC 340 - 3D Rigging and Animation** **Units: 3**
 Introduction to 3-Dimensional (3D) Rigging and Animation, by applying an internal rig and controls to 3D characters and models. Application of animation techniques to characters and models. Topics include: basic understanding of the parent/child relationships with the bone to joint method of a rig, controls with constraints, weight painting/skinning with attaching geometry, blend shapes and basic understanding of motion/timing with rigged objects by applying the basic principles of animation.
Enrollment Requirements: Prerequisite: GRC 284 or approval of instructor.
- GRC 353 - Commercial Printing Processes II** **Units: 3**
 An advanced course in commercial printing processes including screen printing and offset lithography. Hands-on course will focus on electronic pre-press and production processes used in commercial printing for content creation, optimization, output, and printing production.
Enrollment Requirements: Prerequisite: GRC 153 and GRC 200 or approval of instructor.
- GRC 355 - Graphic Design II** **Units: 3**
 Advanced visual communication problems within the context of graphic design, advertising design, and a variety of media.
Enrollment Requirements: GRC 220 or approval of instructor.
- GRC 365 - Web & User Interface Design** **Units: 3**
 Course will allow students to engage with the interfaces between human beings and information systems in a critical way. Students will learn industry-standard methods for how to approach the design of user interfaces and key theories and frameworks that underlie the design of most interfaces in use today.
Enrollment Requirements: GRC 210 and GRC 275, or approval of instructor.
- GRC 370 - Content Management Systems** **Units: 3**
 Web designers and developers use content management systems (CMS) to constantly update web pages and properties with fresh content to engage web visitors. Students will learn how to develop, design, and maintain these content managed websites. This course will present the principles and functionality of modern content management systems; how to create and manage databases to run those websites and how to design and develop a content managed website using industry standard principles and practices.
Enrollment Requirements: GRC 210 and GRC 275, or approval of instructor.
- GRC 375 - Modeling and Animation** **Units: 3**
 Digital modeling and animation. Topics will include basic modeling, UVs, textures, materials, lighting rigging, skinning and animation. Investigate theories and methodologies of visual communication.
Enrollment Requirements: Prerequisite: GRC 284, or instructor approval
- GRC 390 - Junior Capstone** **Units: 3**
 Course will cover topics related to business practices and entrepreneurship and the development of a semester-long independent project in graphic arts and media technology. Students will create a multi-component, content-driven project that demonstrates their ability to identify, research, produce and implement complex solutions. A final professional presentation will be required.
Enrollment Requirements: Must be taken during the last semester of Advanced Certificate program, departmental approval is required.