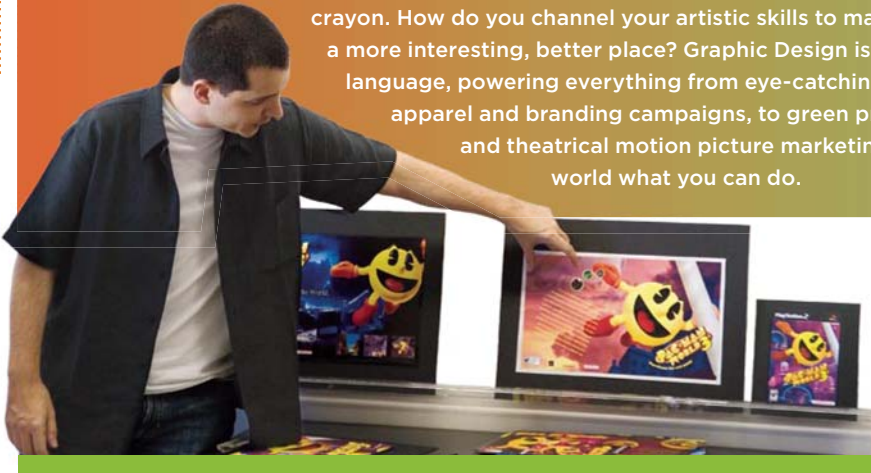


GRAPHIC DESIGN

VISION QUEST You've been drawing, sketching, and doodling since you could hold a crayon. How do you channel your artistic skills to make the world a more interesting, better place? Graphic Design is a visual language, powering everything from eye-catching branded apparel and branding campaigns, to green product design and theatrical motion picture marketing. Show the world what you can do.



“Art makes you believe the world can be a better place.”

Shepard Fairey, Designer/Artist, created the iconic *Obey* and *Obama Hope* posters

A CLOSER LOOK

The Graphic Design Associate of Arts two-year Program prepares students for careers in Graphic Design within the apparel and entertainment industries. Students have the option of choosing Entertainment or Branding within the Graphic Design program.

The Graphic Design *Branding Option* stimulates creative expression in all aspects of print media, including logo development, corporate identity, product branding and licensing, packaging, collateral material, and graphics for apparel products to facilitate the creation of design.

The Graphic Design *Entertainment Option* studies the components and techniques of a successful entertainment campaign using extensive research to create and develop theatrical key art for the entertainment industry.

Both options emphasize problem-solving, effective communication, professionalism, and critical reasoning to strengthen the students' abilities to compete in this global industry.

WHAT WE TEACH

Our program teaches students to communicate ideas visually with graphics and typography for entertainment and apparel companies, corporate clients, or humanitarian, social, or political non-profits.

KNOWLEDGE IS POWER

FIDM FACT Three FIDM Alumni work for The Designory, a marketing firm whose clients include Nissan and Mercedes-Benz.

\$3.8 BILLION The projected gross revenue of freelance Graphic Designers in 2009, up from 3.4 billion in 2004

Q Who designed the award-winning FedEx logo, which features a “hidden” arrow?

A Mr. Lindon Leader in 1994 at *Landor Associates*, San Francisco

1439

Goldsmith Johann Gutenberg assembled the first printing press in Germany in 1439, making mass produced books available to the public for the first time in history.

Branding Design Option ASSOCIATE OF ARTS

GNST 1040	English Composition	3
GNST 1080	Drawing Fundamentals	3
GNST 1230	Color & Design Theory	3
GNST 1600	Effective Speaking	3
GNST 1650	Critical Thinking	3
GNST 2020	Survey of Western Art I	3
GNST 2220	History of Design	3
GNST 2420	Survey of Western Art II	3
GNST 2780	Major Art Movements	3
GNST 2960	American Political & Economic History	3
GNST 2980	Professional Practices	3
GRPH 1050	Digital Imaging	3
GRPH 1100	Desktop Publishing	3
GRPH 1250	Design I	3
GRPH 1300	Computer Illustration	3
GRPH 1450	Design II	3
GRPH 1500	Critical Concepts	3
GRPH 1720	Typography	3
GRPH 2050	Brand X	3
GRPH 2120	Publication Design	3
GRPH 2250	Website Design I	3
GRPH 2300	Prepress Production	3
GRPH 2380	Packaging Design	3
GRPH 2400	Graphics/Licensing (6 hours)	3
GRPH 2500	Logo/Symbol Design	3
GRPH 2540	Applied Branding	3
GRPH 2680	Graphic Design Portfolio	3
GRPH 2720	Website Design II	3
GRPH 2780	Introduction to Digital Photography	3
MMKT 1550	Marketing & Brand Development	3
Total Units of Credit		90

Entertainment Design Option ASSOCIATE OF ARTS

GNST 1040	English Composition	3
GNST 1080	Drawing Fundamentals	3
GNST 1230	Color & Design Theory	3
GNST 1600	Effective Speaking	3
GNST 1650	Critical Thinking	3
GNST 2020	Survey of Western Art I	3
GNST 2220	History of Design	3
GNST 2420	Survey of Western Art II	3
GNST 2780	Major Art Movements	3
GNST 2960	American Political & Economic History	3
GNST 2980	Professional Practices	3
GRPH 1050	Digital Imaging	3
GRPH 1100	Desktop Publishing	3
GRPH 1250	Design I	3
GRPH 1300	Computer Illustration	3
GRPH 1450	Design II	3
GRPH 1500	Critical Concepts	3
GRPH 1720	Typography	3
GRPH 2080	Photo Rendering	3
GRPH 2130	Conceptual Design	3
GRPH 2250	Website Design I	3
GRPH 2280	Key Art Design	3
GRPH 2300	Prepress Production	3
GRPH 2420	Developing Assets	3
GRPH 2480	Specialty Design	3
GRPH 2780	Introduction to Digital Photography	3
GRPH 2820	Graphics in Motion	3
GRPH 2840	Title Design	3
GRPH 2990	Industry Studio	3
MMKT 1550	Marketing & Brand Development	3
Total Units of Credit		90

For admittance to the second year, a 3.0 grade point average is required in all courses.

FIDM teaches students how to take your fine art sensibility and combine it with practicality—exactly why you're in graphic design."

Jeff Poulin, Graphic Design Alumnus and Senior Creative Manager of Creative Services at Marvel

GRAPHIC DESIGN

CREATIVE INDUSTRY Delve deeper into the study of Graphic Design. Earn a Professional Designation degree in one of two options, Branding or Entertainment, and learn from the very best in the business, including sought-after marketing executives and award-winning artists. Through FIDM's 40-plus years in the business, we've developed numerous industry partnerships (think Quiksilver, Petrol Advertising, and The Designory, to name a few) and our programs are developed with the input of these heavy hitters.



Students show their concept for marketing "The Spirit"

A CLOSER LOOK

The Graphic Design Associate of Arts Professional Designation Program is designed to enhance a student's prior degree. This intensive twelve-month program prepares students for careers in graphic design within the apparel and entertainment industries. Students have the option of choosing Entertainment or Branding within the Graphic Design program.

The Graphic Design *Branding Option* stimulates creative expression in all aspects of print media, including logo development, corporate identity, product branding and licensing, packaging, collateral material, and graphics for apparel products to facilitate the creation of design.

The Graphic Design *Entertainment Option* studies the components and techniques of a successful entertainment campaign using extensive research to create and develop theatrical key art for the entertainment industry.

Both options emphasize problem-solving, effective communication, professionalism, and critical reasoning to strengthen the students' abilities to compete in this global industry.

"To draw, you must close your eyes and sing."

Pablo Picasso, Painter

WHAT WE TEACH

The Branding Option teaches students to build and promote a strong brand across a variety of media. The Entertainment option teaches students to prepare marketing material for film and other entertainment-related projects.

KNOWLEDGE IS POWER

THE MAN WITH THE GOLDEN ARM The 1955 movie starring Frank Sinatra that established Saul Bass as the leading Film Title Designer of his generation

Q Besides being 3-letter acronyms, what do IBM, ABC, and UPS have in common?

A Legendary Graphic Designer Paul Rand created corporate identities for all three companies.

FACULTY FACT FIDM Instructor Jim Wojtowicz works for clients such as NBC, Levi's, Volkswagen, Paramount Pictures, and the Los Angeles Angels of Anaheim. He is a founding partner of PSY/OPS Advertising & Design and is directing several commercials.

Branding Design Option PROFESSIONAL DESIGNATION

GNST 1080	Drawing Fundamentals	3
GNST 2220	History of Design	3
GNST 2420	Survey of Western Art II	3
GRPH 1050	Digital Imaging	3
GRPH 1100	Desktop Publishing	3
GRPH 1250	Design I	3
GRPH 1300	Computer Illustration	3
GRPH 1450	Design II	3
GRPH 1500	Critical Concepts	3
GRPH 1720	Typography	3
GRPH 2050	Brand X	3
GRPH 2120	Publication Design	3
GRPH 2250	Website Design I	3
GRPH 2300	Prepress Production	3
GRPH 2380	Packaging Design	3
GRPH 2400	Graphics/Licensing (6 hours)	3
GRPH 2500	Logo/Symbol Design	3
GRPH 2540	Applied Branding	3
GRPH 2680	Graphic Design Portfolio	3
GRPH 2780	Introduction to Digital Photography	3
Total Units of Credit		60

Entertainment Design Option PROFESSIONAL DESIGNATION

GNST 2220	History of Design	3
GNST 2420	Survey of Western Art II	3
GRPH 1050	Digital Imaging	3
GRPH 1100	Desktop Publishing	3
GRPH 1250	Design I	3
GRPH 1300	Computer Illustration	3
GRPH 1500	Critical Concepts	3
GRPH 1720	Typography	3
GRPH 2080	Photo Rendering	3
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GRPH 2820	Graphics in Motion	3
GRPH 2840	Title Design	3
GNST 2980	Professional Practices	3
GRPH 2990	Industry Studio	3
Total Units of Credit		60

Acceptance to the Professional Designation Program is contingent upon a minimum 3.0 grade point average in prior degree.

