



**Steven Heitman**  
San Francisco, CA USA

Portfolio: <http://www.stevenheitman-ia.com>  
Blog: <http://stevenheitmaninformationarchitect.blogspot.com>  
Contact: [mailto@stevenheitman-ia.com](mailto:mailto@stevenheitman-ia.com)  
LinkedIn: <http://www.linkedin.com/in/stevenheitmania>

## **INFORMATION ARCHITECTURE: About AS & AA Program**

### **Information Architect & Design Experience**

---

**Sr. User/Design Researcher / Information Architect Specialist**  
**User Experience Designer**

### **AS & AA**

#### **About the AS & AA Graphic Communications (Graphic Design, Vocational Training) Program**

We are living in an information society—surrounded by an ever-increasing barrage of words, images and sounds. The role of the graphic designer is to shape this information in a meaningful way, visualizing and communicating ideas in the most engaging manner possible.

The [Graphic Communications] Graphic Design major was created to provide designers with a strong foundation in the fundamental aspects of the designer's art. Conceptual designs are rapidly prototyped and many other sketches are produced. Typography and other illustrations and various colors are rendered, as well as other components to graphic design solo and team projects.

Designers develop creativity and ideation skills, learn the theories of communication design and apply this to a wide range of design situations. Communication in all forms—visual, verbal and written—is stressed.

While traditional skills are strongly emphasized and employed, all the work is done by hand (using a pencil and sketch pad) and later prototyped using Adobe Creative Suite (design premium) softwares. This enables designers to produce design work on state-of-the-art computers that then successfully delivers projects for prepress production and for printing and finishing.

- Major/Emphasis: Graphic Design, Typography, Adobe PageMaker, Photoshop, Illustrator, FreeHand, and QuarkXPress; prepress production, printing, finishing; vocational training and graphic design internship (2 semesters)—Dean's List



## **INFORMATION ARCHITECTURE: About AS & AA Program**

### **Information Architect & Design Experience**

---

#### **Vocational Training**

Designers successfully completing and graduating from the program will be able to:

- Employ a structured iterative creative process (research, ideation, development, analysis and prototyping) to solve a variety of design problems.
- Combine appropriate aesthetic form and content to create evocative/engaging work.
- Create appropriate typographic solutions for a variety of design situations.
- Demonstrate proficiency with computers, softwares, and production processes.
- Learn hands-on training and vocational skills for doing: Adobe PageMaker, Photoshop, Illustrator, FreeHand, and QuarkXPress; multiple softwares.
- Select appropriate tools, materials and processes for a range of media products.
- Work collaboratively within a creative design team (multiple graphic design projects, internships, and in-house printing projects).
- Critically evaluate and discuss the merits of various creative ideas.
- Develop and maintain a professional portfolio of work.
- Do graphic design internship—successfully completed (worked with clients in team environment).
- Do prepress production and printing of projects (in team environment).
- Do project management/product management on all design projects, including team leadership.
- Finish all the general elective courses required for graduation.
- Do final graphic design project required for graduation.
- After graduating from the City College of San Francisco program, I was accepted into an Ivy League university.

#### **Details**

Produced and completed a professionally annotated printed graphic design portfolio.