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INFORMATION ARCHITECTURE: About AS & AA Information Architect & Design Experience

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.

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.

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 on all design projects, including team leadership.
- Do final project required for graduation.

Details

Produced and completed a professionally annotated printed graphic design portfolio.