

# ARTG Art Graphic Design

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## **ARTG 3131 Design for Digital Reproduction**

**3 Credit Hours. 2 Lecture Hours. 3 Lab Hours.**

Students are introduced to the various digital reproduction processes and how design techniques can optimize digital reproduction.

**Prerequisite(s):** A minimum grade of "C" in ART 1132.

## **ARTG 3231 Graphic Reproduction Processes**

**3 Credit Hours. 2 Lecture Hours. 2 Lab Hours.**

This course introduces students to the various reproduction processes and the products they produce. The course provides an examination of the current reproduction processes for graphic communications, including digital, lithography, flexography, screen, pad, dye sublimation, gravure and specialty reproduction methods. Students will complete hands on experiences using the available processes.

**Prerequisite(s):** A minimum grade of "C" in ART 1132.

## **ARTG 3331 Digital and On-Demand Publishing**

**3 Credit Hours. 2 Lecture Hours. 2 Lab Hours.**

This course introduces students to on-demand and personalized graphic reproduction. A review of the markets and the application of on-demand and personalized graphic reproduction are given. The collection of data and its reuse in the production of personalized targeted material is presented. Student will complete hands projects related to one to one marketing and personalized publishing.

**Prerequisite(s):** A minimum grade of "C" in ART 1132.

## **ARTG 3431 Planning, Finishing, and Estimating**

**3 Credit Hours. 2 Lecture Hours. 2 Lab Hours.**

This course introduces students to the planning steps, finish process and the estimating procedures, used in the production of graphic communications projects. Students will plan, estimate, construct, and finish various graphic communications projects.

**Prerequisite(s):** A minimum grade of "C" in ART 1132.

## **ARTG 3432 Color Management and Reproduction**

**3 Credit Hours. 2 Lecture Hours. 2 Lab Hours.**

An exploration of professional color reproduction and management concepts and procedures related to the graphic communication industries.

**Prerequisite(s):** A minimum grade of "C" in ART 1132.

## **ARTG 4131 Selected Topics in Graphic Communication**

**3 Credit Hours. 2 Lecture Hours. 2 Lab Hours.**

This course will explore special areas in graphic communications and will carry a subtitle.

**Prerequisite(s):** A minimum grade of "C" in ART 1132.

## **ARTG 4231 Web Development for Graphic Communications**

**3 Credit Hours. 2 Lecture Hours. 2 Lab Hours.**

This course covers planning and designing effective web pages and developing. Students will learn how to enhance web pages through the use of page layout, text formatting, graphics, and multimedia. Students will learn how to obtain a domain name, web-hosting provider, and publish a working website.

**Prerequisite(s):** A minimum grade of "C" in ART 1132.