# Graphic Design, Associate of Arts Degree

## Item 1. Program Goals and Objectives

The Design program at San Diego City College provides students with strong foundational coursework, emphasizing in typography and design principles needed to enter the industry. Students benefit from instructors who work professionally in the field. Students receive hands-on experience using current industry software and other tools to create projects for the real world. The Design program is primarily designed for students interested in entering the graphic design and interaction design fields. Students following the associate degree paths will be able to gain essential studies and skills needed to transfer to a private or public four-year design program.

Program Learning Outcomes

Students who complete the program will be able to:

* Develop conceptual strategies and apply them to solve design problems.
* Demonstrate an understanding of visual coherence by building typographic systems.
* Demonstrate proficiency with current industry standard design software.
* Employ production methodology to design projects.
* Incorporate research and strategy processes into design projects.
* Design interactive and digital media experiences for a variety of digital devices.
* Produce a body of work that demonstrates a unique voice, vision, and viewpoint.
* Apply professional practice knowledge and theory to develop career and business skills.

### Career Goals

At San Diego City College, we open the door to unlimited opportunity. Potential jobs include account executive, animator, art director, chief creative officer, content strategist, copywriter, creative director, design educator, design strategist, freelance designer, front-end developer, graphic designer, illustrator, information architect, in-house designer, interaction designer, production artist, product designer, production coordinator, project manager, senior designer, user experience designer, and user interface designer. Fields of specialization include advertising, graphic design, environmental design, illustration, information graphics, interaction design, packaging, publication design, motion graphics, type design/lettering, user experience design, user interface design, and website design.

For additional information please visit our website: https://sdcc.gd

## Item 2. Catalog Description

Graphic design is a field that uses visual communication and conceptual strategy to solve graphic problems. The program starts with strong foundational coursework and an early emphasis on typography and design principles. Guided by instructors who are working professionals, students use current industry software and processes to create professional design projects. With an emphasis on process, conceptual strategy, and professional practices, students are given broad opportunities to develop a unique voice, vision, and viewpoint. Using both print and digital formats, students produce projects that demonstrate an understanding of visual communication through brand strategy, interaction design, and typographic systems. The program culminates in a professional body of work that could be used to obtain employment or transfer to a four-year design program.

## Item 3. Program Requirements

|  |  |  |  |
| --- | --- | --- | --- |
| **COURSES REQUIRED FOR THE MAJOR:** | | **UNITS** | **RECOMMENDED SEQUENCE\*** |
| DSGN 100 | Introduction to Graphic Design | 3 | Y1, S1 |
| DSGN 102 | Digital Media I | 3 | Y1, S1 |
| DSGN 104 | Graphic Design History | 3 | Y1, S1 |
| DSGN 106 | Typography I | 3 | Y1, S1 |
| DSGN 124 | Page Layout | 3 | Y1, S2 |
| DSGN 206 | Typography II | 3 | Y2, S1 |
| DSGN 210 | Branding and Packaging | 3 | Y2, S1 |
| DSGN 120 | Illustration | 3 | Y1, S2 |
| or | | | |
| DSGN 122 | Book Arts I | 3 | Y1, S2 |
| **COMPLETE THREE ADDITIONAL COURSES FROM THE FOLLOWING:** | | **UNITS** | **RECOMMENDED SEQUENCE\*** |
| DSGN 120 | Illustration | 3 | Y1, S2 |
| DSGN 122 | Book Arts I | 3 | Y1, S2 |
| DSGN 143 | Interaction Design I | 3 | Y1, S2 |
| DSGN 153 | Interaction Design II | 3 | Y2, S1 |
| DSGN 202 | Digital Media II | 3 | Y2, S1 |
| DSGN 203 | Interaction Design III | 3 | Y2, S2 |
| DSGN 213 | Interaction Design IV | 3 | Y3, S1 |
| DSGN 216A | Design Studio I | 3 | Y1, S2 |
| DSGN 216B | Design Studio II | 3 | Y2, S1 |
| DSGN 216C | Design Studio III | 3 | Y2, S2 |
| DSGN 218 | Internship | 3 | Y1, S2 |
| DSGN 222 | Book Arts II | 3 | Y2, S1 |
| or | | | |
| DSGN 248 | Portfolio I | 3 | Y2, S2 |
| & | | | |
| DSGN 258 | Portfolio II | 3 | Y3, S1 |
| **Total Units** **33** | | | |

## *\*Course offerings are subject to change. Refer to the* [*SDCCD Online Class Schedule*](https://www.sdccd.edu/students/class-search/search.html) *for the most updated course offerings for the semester.*

### General Education

In addition to the courses listed above, students must complete one of the following general education options:

* The LOCAL/DISTRICT pattern ([San Diego City College Catalog 2022-2023](https://www.sdccd.edu/docs/StudentServices/catalogs/2022-2023/City_2022-2023_catalog.pdf), page 108) of General Education coursework allows students to receive an Associate of Arts or an Associate of Science degree from San Diego City College. It is accepted for transfer to some private/independent institutions.
* The IGETC pattern ([San Diego City College Catalog 2022-2023](https://www.sdccd.edu/docs/StudentServices/catalogs/2022-2023/City_2022-2023_catalog.pdf), page 125) is accepted by all CSU campuses and most UC campuses and majors. It is also accepted by some private/independent or out of state universities.
* The CSU GE pattern ([San Diego City College Catalog 2022-2023](https://www.sdccd.edu/docs/StudentServices/catalogs/2022-2023/City_2022-2023_catalog.pdf), page 134) is accepted by all CSU campuses and some private/independent or out of state universities. It is not accepted by the UC system.

It is strongly recommended students consult with a counselor to determine which general education option is most appropriate for their individual educational goals.

### Summary of units required

|  |  |  |  |
| --- | --- | --- | --- |
|  | **UNITS** | | |
| **Major Requirements** | 33 | | |
|  | **CSU** | **IGETC** | **LOCAL/DISTRICT** |
| **Double Counted** | 3 | 3 | 3 |
| **General Education\*** | 39 | 37 | 25 |
| **Open Electives\*\*** | 0 | 0 | 5 |
| **Total** | 69 | 67 | 60 |

*\*Some courses may be applied to both major and general education requirements (i.e. “double counting”). Units associated with those courses are subtracted in order to arrive at an accurate calculation of total units required for the degree.*

*\*\*Electives as needed to meet the minimum of 60 units required for the degree.*

## Item 4. Master Planning

San Diego City College has as its highest priority student learning and achievement. The College provides lower division and general education courses that lead to certificates, associate degrees or transfer to a four-year college or university; career technical education programs that meet specific industry needs, upgrade the employment skills of students and fulfill licensing requirements of the state of California as well as contribute to the economic development of our region; basic skills instruction to assist all students in meeting their educational goals; and essential student support services for all students.

### Student Selection

The award will observe the open enrollment required for California community college courses (California Code of Regulations, Title 5, § 51006 and §§ 58100-58108).

### Need

The program modifications made to design (DSGN) certificates and degrees do not change the total number of awards being offered in the region. Program modifications will not contribute to an overproduction to the supply in the labor market demand as it will continue to yield the same number of graduates or completers as in previous years.

This program modification updates the program award title and includes updates to course numbering and course titles that reflects the program’s emphasis on design. These changes will promote student success by giving clarity to course sequencing and award options. The changes will also give students more flexibility to choose intermediate and advanced courses that are relevant to their specializations and education/career goals.

### Award History

The Associate of Arts Degree in Graphic Design is well-established and has been serving the region and local community since its Regional Consortium recommendation and State Chancellor’s Office approval since January 1, 1970.

* This award received Regional Consortia recommendation. [Please see the award listed among the approved and](https://careered.org/college-program-finder/)
* This award received CCCCO approval on January 1, 1970. [Please see attached COCI approval letter](https://drive.google.com/file/d/10DjO0bPBPgCRYBE1c_Yy9U7-2bnftbuq/view?usp=share_link).
  + A program modification was approved by the CCCCO on January 11, 2019. No new COCI approval letter was generated at this approved revision. Please review approval history for this program in COCI.

### Advisory Board

The [05/20/2022 San Diego City College Graphic Design Advisory Board Meeting](https://drive.google.com/file/d/1WBA9qzTcCrmKphtggh4BpbELHz_9gO0i/view?usp=share_link) approves of the transition from ARTG to DSGN. Also, the board unanimously approved the modifications to this award to fit the DSGN mission and goals.

### Regional Consortium Recommendation

The award modification is currently under review at Regional Consortium.

### Labor Market Information

* [Centers of Excellence Labor Market Information: Interaction Design Occupations July 2021](https://drive.google.com/file/d/1wjRQfbAJpL1SGWy4nacVbKLgQKTQ-zTI/view?usp=sharing)

According to available labor market information, Interaction Design Occupations in San Diego County has a labor market demand of 483 annual job openings (while average demand for a single occupation in San Diego County is 242 annual job openings), and twenty institutions supply 412 awards for these occupations, suggesting that there is a supply gap in the labor market. Entry-level wages are above the living wage for most occupations except “Special Effects Artists and Animators,” and median wages for all occupations are above the living wage. **This brief recommends proceeding with caution when developing a new program but supports a program modification** because 1) a supply gap exists in the region and 2) entry-level earnings for most occupations are above the living wage. Colleges should also note that employers typically require a bachelor’s degree as the minimum educational requirement for these occupations.

According to the State of California Employment Development Department, projections of employment for the 2018 – 2028 for graphic design and interaction design related occupations are expected to increase by 630 jobs in the San Diego-Carlsbad area.

Occupational Projection of Employment 2018-2028 for San Diego County

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Occupation** | **Employment** | | **Employment Change** | | **Annual Avg Openings** |
| **Estimated** | **Projected** | **Number** | **Percent** |
| [Graphic Designers](https://www.labormarketinfo.edd.ca.gov/cgi/databrowsing/occExplorerQSDetails.asp?searchCriteria=graphic+design&careerID=&menuChoice=&geogArea=0604000073&soccode=271024&search=Explore+Occupation)  (SOC Code: 27-1024) | 3010 | 3200 | 190 | 6.3 | 3290 |
| [Multi-Media Artists and Animators](https://www.labormarketinfo.edd.ca.gov/cgi/databrowsing/occExplorerQSDetails.asp?searchCriteria=special+effects&careerID=&menuChoice=&geogArea=0604000073&soccode=271014&search=Explore+Occupation)  (SOC Code: 27-1014 | 1000 | 1110 | 110 | 11.0 | 1260 |
| [Web Developers](https://www.labormarketinfo.edd.ca.gov/cgi/databrowsing/occExplorerQSDetails.asp?searchCriteria=graphic+design&careerID=&menuChoice=&geogArea=0604000073&soccode=151134&search=Explore+Occupation)  (SOC Code: 15-1134) | 2170 | 2500 | 330 | 15.2 | 2110 |

*Source:* [*https://www.labormarketinfo.edd.ca.gov/cgi/databrowsing/occExplorerQSSelection.asp?*](https://www.labormarketinfo.edd.ca.gov/cgi/databrowsing/occExplorerQSSelection.asp?)

## Item 5. Enrollment and Completer Projections

(A) Enrollment Data

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Annual Number of Sections (SECT) and Enrollment (ENRL) Totals** | | **2020 - 2021\*** | | **2021 - 2022\*** | |
| **Course Dept. Number** | **Course Title** | **SECT** | **ENRL** | **SECT** | **ENRL** |
| DSGN 100 | Introduction to Graphic Design  *ARTG 100 Basic Graphic Design* | 6 | 245 | 6 | 255 |
| DSGN 102 | Digital Media I  *ARTG 125 Digital Media* | 4 | 178 | 4 | 174 |
| DSGN 104 | Graphic Design History  *ARTG 118 Graphic Design History* | 8 | 341 | 8 | 320 |
| DSGN 106 | Typography I  *ARTG 106 Typography* | 6 | 234 | 6 | 252 |
| DSGN 120 | Illustration  *ARTG 120 Illustration* | 1 | 44 | 1 | 20 |
| DSGN 122 | Book Arts I  *ARTG 174A Book Arts I* | 2 | 46 | 2 | 33 |
| DSGN 124 | Page Layout  *ARTG 124 Page Layout* | 3 | 77 | 2 | 44 |
| DSGN 143 | Interaction Design I  *ARTG 143 Interaction Design I* | 2 | 53 | 2 | 50 |
| DSGN 153 | Interaction Design II  *ARTG 153 Interaction Design II* | 1 | 23 | 2 | 31 |
| DSGN 202 | Digital Media II  *ARTG 126 Intermediate Digital Media* | 0 | 0 | 0 | 0 |
| DSGN 203 | Interaction Design III  *ARTG 163 Interaction Design III* | 1 | 27 | 1 | 20 |
| DSGN 206 | Typography II  *ARTG 206 Advanced Typography* | 2 | 51 | 2 | 47 |
| DSGN 210 | Branding and Packaging  *ARTG 133 Logo and Packaging* | 3 | 78 | 3 | 70 |
| DSGN 213 | Interaction Design IV  *ARTG 173 Interaction Design IV* | 0 | 0 | 0 | 0 |
| DSGN 216A | Design Studio I | + | + | + | + |
| DSGN 216B | Design Studio II | + | + | + | + |
| DSGN 216C | Design Studio III | + | + | + | + |
| DSGN 218 | Internship  *ARTG 135 Professional Practices* | 0 | 0 | 1 | 15 |
| DSGN 222 | Book Arts II | + | + | + | + |
| DSGN 248 | Portfolio I  *ARTG 148A Portfolio A* | 1 | 34 | 1 | 38 |
| DSGN 258 | Portfolio II  *ARTG 148B Portfolio B* | 1 | 29 | 1 | 23 |

## *\*The college experienced limited course offering and enrollment during the pandemic.*

## *+New course.*

## *Source:* [*https://www.sdcity.edu/about/institutional-effectiveness/research/enrollment-dashboard.aspx*](https://www.sdcity.edu/about/institutional-effectiveness/research/enrollment-dashboard.aspx)

(B) Completer Projections

Based on enrollment data, the estimated completer projection of students to earn this award annually is 10 students.

## Item 6. Place of Program in Curriculum/Similar Programs

After reviewing San Diego City College’s existing program inventory in the CCC Curriculum Inventory, the following questions have been addressed:

1. Do any active inventory records need to be made inactive or changed in connection with the approval of the proposed program? If yes, please specify.  
   COCI CTRL# 09487 needs to be edited or revised in connection with the approval of this proposed program.
2. Does the program replace any existing program(s) on the college’s inventory? Provide relevant details if this program is related to the termination or scaling down of another program(s).  
   This award does not replace any existing program(s) on the college’s inventory at the State Chancellor’s Office.
3. What related programs are offered by the college?

* Certificate of Achievement
  + Graphic Design
  + Graphic Design Fundamentals
  + Interaction Design
* Associate of Arts Degree
  + Graphic Design
  + Interaction Design

## Item 7. Similar Programs at Other Colleges in Service Area

Four colleges provide awards in TOP Code 1030.00 Graphic Art and Design in the San Diego County area per the State Chancellor’s Office Curriculum Inventory.

|  |  |  |  |
| --- | --- | --- | --- |
| **College** | **Award Title** | **Award Type** | **COCI CTRL#** |
| **1030.00\* Graphic Art and Design *Vocational*** | | | |
| Cuyamaca College | | | |
| Art and Design | | Associate of Arts Degree | 12086 |
| Graphic Design | | Associate of Science Degree | 07758 |
| Graphic Design | | Certificate of Achievement | 21087 |
| Palomar College | | | |
| Graphic Design | | Associate of Science Degree | 08943 |
| Screen Printing | | Associate of Science Degree | 08944 |
| Screen Printing | | Certificate of Achievement | 22552 |
| Screen Printer I | | Certificate of Achievement | 42250 |
| San Diego City College | | | |
| Graphic Design | | Associate of Arts Degree | 09487 |
| Interaction Design | | Associate of Arts Degree | 38638 |
| Graphic Design | | Certificate of Achievement | 22361 |
| Graphic Design Fundamentals | | Certificate of Achievement | 40495 |
| Interaction Design | | Certificate of Achievement | 38629 |
| Southwestern College | | | |
| Graphic Design | | Associate of Arts Degree | 10553 |

*Source:* [*https://coci2.ccctechcenter.org/programs*](https://coci2.ccctechcenter.org/programs)