COMMUNICATION DESIGN

ECC's Communication Design Department encompasses two dynamic visual disciplines: graphic design (incorporating print and web design) and videography. At ECC you'll experience hands-on-learning in small classes from exceptional, industry-experienced faculty.

Exciting practical experiences are offered through the Art and Design Club or through capstone projects designed to synthesize skills developed during the program. Professional portfolio presentations showcase student work to the community and prospective employers. If you are just beginning, then jump start your career and enhance your earnings potential by completing an Associate of Applied Science degree in either graphic design or videography.

If you need to augment an existing degree or work experience, or to master strategic design skills and gain a significant competitive edge in today's global marketplace, certificates are offered for the Adobe Creative Suite, internet design or videography. Students may even pursue an Associate in Arts degree that includes electives in communication design to transfer to a four-year college or university. Whatever your educational goals, ECC's communication design department offers you access to the unique professional resources necessary to achieve those goals.

Entrance Requirements

None

Program Requirements

Students should possess a sense of design, color, and composition. Students are expected to purchase some personal graphic design tools and external drives to backup their files.

Graphic Design

- Cite major graphic designers and identify their contributions to the history of design.
- Identify audience, purpose and intent of messages.
- Read and evaluate text, media formats and images.
- Demonstrate knowledge of electronic publishing.
- Prepare files for print production: Type; File compression; Packaging; Color management.
- Prepare files for multimedia distribution, demonstrating competency with: File compression; Transparency; Standards of sizing and aspect ratios.
- Manage file documents: Lastname_firstname_project.extension (department standard).
- Demonstrate knowledge of components of business management, as they relate to graphic design.
- Prepare students to think and work creatively to address the needs of their clients.
- Demonstrate proficiency in design composition by using type, color, images and visual hierarchy.
- Communicate visually through the design process.
- Generate and develop HTML & CSS into well designed webpages.
- Construct, organize and maintain websites.
- Construct simple kinetic images.
- Create simple videos for online distribution, following current industry standards (e.g. HTML 5).
- Analyze and evaluate their own design body of work: Articulate personal stylistic interests; Process and respond to constructive feedback.

Videography & Motion Graphics

- Cite major cinematographers and identify their contributions to the history of cinema.
- Create and manage digital video, demonstrating competency with: Digital Video Systems; Camera Lens; Lighting, Exposure & Color Balance; Audio Basics.
- Compile and edit digital cinematic assets into short form videos, exhibiting a variety of structural approaches such as narrative, thematic or poetic.
- Demonstrate knowledge in developing narratives: Research; Information gathering; Interview skills; Writing styles for visual storytelling.
- Synthesize music, dialogue and sound effects with kinetic imagery.
- Generate visually engaging motion graphics that employ essential design principles.
- Demonstrate competency with codecs and online distribution of video.
- Analyze and evaluate their own cinematic body of work: Articulate personal stylistic interests; Process and respond to constructive feedback.

Graphic Design - Associate of Applied Science in Communication Design

Course	Title	Credit Hours
First Semester		
ART 109	2D Design Foundations	3
CDN 103	Conceptual Visualization	3
CDN 105	Color Theory	3
CDN 107	Introduction to Digital Design	3
Required Math/Science Course		3
	Total	**15**
Second Semester		
CDN 115	History of Graphic Design	3
CDN 108	Designing with InDesign	3
CDN 109	Design/Adobe Illustrator	3
CDN 110	Image Design/Photoshop	3
CDN 219	Introduction to Web Design	3
Required Communications Course		3
	Total	**18**
Third Semester		
CDN 200	Typography	3

CDN 201	Layout Design	3
CDN 221	Advanced Web Design	3
CDN 230	Introduction to Videography	3
Required Social/Behavioral Sciences Course		3
	Total	**15**
Fourth Semester		
CDN 240	Portfolio Review	2
CDN 217	Freelance Principles and Practices	3
CDN 223	Digital Publishing	3
Required Humanities/Fine Arts Course		3
Required Communications Course		3
	Total	**14**
	Program Total	**62**

Videography & Motion Graphics - Associate of Applied Science in Communication Design

Course	Title	Credit Hours
First Semester		
CDN 101	Introduction to 2D-Design	3
CDN 105	Color Theory	3
CDN 107	Introduction to Digital Design	3
CDN 230	Introduction to Videography	3
Required Math/Science Course		3
	Total	**15**
Second Semester		
ART 122	Digital Photography	3
ART 130	Art of Film	3
CDN 110	Image Design/Photoshop	3
CDN 236	Motion Graphics and Special Effects	3
Required Communication Course		3
	Total	**15**
Third Semester		
ART 231	The Story of Film to WWII	3
CDN 219	Introduction to Web Design	3
CDN 232	Sound Design	3
CDN 233	Video Editing & Field Production	3
Required Social/Behavioral Sciences Course		3
	Total	**15**
Fourth Semester		
CDN 240	Portfolio Review	2
CDN 234	Video Editing & Studio Production	3
CDN 236	Motion Graphics and Special Effects	3
CDN 239	Video Production Capstone	2
Required Communications Course		3
Required Humanities/Fine Arts Course		3
	Total	**16**
	Program Total	**61**

Adobe ® Creative Suite® - Basic Vocational Specialist

Course	Title	Credit Hours
First Semester		
CDN 107	Introduction to Digital Design	3
	Total	**3**
Second Semester		
CDN 108	Designing with InDesign	3
CDN 109	Design/Adobe Illustrator	3
CDN 110	Image Design/Photoshop	3
	Total	**9**
	Program Total	**12**

Web Design - Basic Vocational Specialist

Course	Title	Credit Hours
First Semester		
CDN 107	Introduction to Digital Design	3
	Total	**3**
Second Semester		
CDN 219	Introduction to Web Design	3
	Total	**3**
Third Semester		
CDN 221	Advanced Web Design	3
CDN 230	Introduction to Videography	3
	Total	**6**
	Program Total	**12**

Videography - Basic Vocational Specialist

Course	Title	Credit Hours
First Semester		
CDN 230	Introduction to Videography	3
	Total	**3**
Second Semester		
CDN 232	Sound Design	3
CDN 233	Video Editing & Field Production	3
	Total	**6**
Third Semester		
CDN 234	Video Editing & Studio Production	3
CDN 236	Motion Graphics and Special Effects	3
	Total	**6**
	Program Total	**15**

All CDN courses numbered 100 and above may be applied to the major field and elective requirement for the Associate in Arts and Associate in Science degrees.

CDN 101 Introduction to 2D-Design (3) 1,4
This studio course applies two-dimensional design to give form to ideas and order to information. Using design elements and principles, students will address issues of visual form, function, problem solving and personal viewpoint. Course projects include traditional hands-on media as well as computer generated solutions. (1.1) Proficiency Credit Available (2 FS) Pass/No Credit Not Available.
In-District Tuition/Fees: $435 (effective 2024/25 academic year)
In-district tuition rates are subject to change based on Board approval.
Prerequisite: None Recommended: CDN 107 or experience in image editing software such as Adobe Photoshop
Semester(s) Offered: Fall and Spring

CDN 103 Conceptual Visualization (3) 1,4
This course encourages students think visually, to anticipate visual conflicts, and correct issues in the earliest stages of production. By sketching out what a finished project might look like, students will learn to originate ideas and develop efficient workflows. This approach helps students create logical and creative solutions to design problems and enhances their visual storytelling skills. (1.2) Proficiency Credit Available Pass/No Credit Not Available.
In-District Tuition/Fees: $435 (effective 2024/25 academic year)
In-district tuition rates are subject to change based on Board approval.
Prerequisite: None
Semester(s) Offered: Fall and Spring

CDN 105 Color Theory (3) 1,4
This course examines theories of color and their application in art and design. Topics include: color physics and perception, color attributes, color harmony, color interaction, digital and traditional applications of color, psychology of color and design factors with color. (1.2) Proficiency Credit Available Pass/No Credit Not Available.
In-District Tuition/Fees: $445 (effective 2024/25 academic year)
In-district tuition rates are subject to change based on Board approval.
Prerequisite: None
Semester(s) Offered: Fall and Spring

CDN 107 Introduction to Digital Design (3) 1,4
This course focuses on fundamental concepts and visual communication skills necessary for graphic design. It requires the creation of single and multiple page documents, both in B&W and color, covering document construction, working with images and typography, custom colors and standard output for print and digital delivery. Introduction to the production of printed materials using illustration and image manipulation software. Topics include principles of file management and creating documents in Adobe Photoshop, Illustrator and InDesign. (1.1) Proficiency Credit Available Pass/No Credit Not Available.
In-District Tuition/Fees: $445 (effective 2024/25 academic year)
In-district tuition rates are subject to change based on Board approval.
Prerequisite: None
Semester(s) Offered: Fall and Spring

CDN 108 Designing with InDesign (3) 1,4
This is a foundation course for InDesign. Through demonstrations, exercises, and class projects, it will cover techniques in electronic page layout using Adobe InDesign to create documents, format text, and import graphics. Students will use Adobe Illustrator and Photoshop applications to complete projects. Topics include master pages, auto page numbering, style sheets, object styles, tables, libraries, image preparation for placement, live captions, links panel, layers, color management, and output to print as it relates to single and multiple-page documents. (1.2) Proficiency Credit Available Pass/No Credit Not Available.
In-District Tuition/Fees: $445 (effective 2024/25 academic year)
In-district tuition rates are subject to change based on Board approval.
Prerequisite: Grade of C or better in CDN 107, or consent of instructor.
Semester(s) Offered: Spring

CDN 109 Design/Adobe Illustrator (3) 1,4
In this course students will be introduced to advanced aspects of Adobe Illustrator to create (vector-based) computer illustrations at current industry standards. The class will begin with a review of the fundamentals and progress to the more challenging techniques and applications of the program. Assignments will address current trends in commercial and digital illustration and encourage growth and development of design, creativity and technical skills. Course is repeatable 2 times.(1.2) Proficiency Credit Available (2 FSE) Pass/No Credit Not Available.
In-District Tuition/Fees: $445 (effective 2024/25 academic year)
In-district tuition rates are subject to change based on Board approval.
Prerequisite: Effective Summer 2024 Prerequisite: Grade of C or better ART 109, CDN 103, and CDN 107, or consent of instructor. Prerequisite: Grade of C or better CDN 101, CDN 103, and CDN 107, or consent of instructor.
Semester(s) Offered: Fall and Spring

CDN 110 Image Design/Photoshop (3) 1,4
Adobe Photoshop will be taught through lectures, demonstrations, experimentation and project-based assignments. This course will familiarize you with the interface and various tools to apply your knowledge to any professional or personal project. Image editing, color modes, color correction, layers, masks, Alpha channels, layer effects and basic attributes will be covered. Assignments are tailored to build a portfolio and develop professional skills. Prepress techniques will be introduced. A strong emphasis on composition, color technical proficiency and aesthetic judgment is stress in this course. Course is repeatable 2 times. (1.2) Proficiency Credit Available (2FSE) Pass/No Credit Not Available.
In-District Tuition/Fees: $445 (effective 2024/25 academic year)
In-district tuition rates are subject to change based on Board approval.
Prerequisite: Effective Summer 2024 Prerequisite: Grade of C or better ART 109, CDN 103, and CDN 107, or consent of instructor. Prerequisite: Grade of C or better CDN 101, CDN 103, and CDN 107, or consent of instructor.
Semester(s) Offered: Fall and Spring

CDN 115 History of Graphic Design (3) 3,0
This course surveys the history of graphic design from pictographs painted on cave walls to digitally created electronic designs. It will discuss visual communication as it relates to culture and society. It will examine the influences of technology on culture and how it affects the aesthetics of graphic design. (1.2) Proficiency Credit Not Available Pass/No Credit Not Available.
In-District Tuition/Fees: $415 (effective 2024/25 academic year)
In-district tuition rates are subject to change based on Board approval.
Prerequisite: None
Semester(s) Offered: Spring

CDN 200 Typography (3) 1,4
This course is an introduction to the terms and characteristics of typography. Students will research classical and contemporary typographic forms; construct typographic compositions and systems; and use typography as an expressive medium to convey aesthetic, emotional, and intellectual meaning. The course utilizes Adobe InDesign and Illustrator application to complete the projects. (1.2) Proficiency Credit Available Pass/No Credit Not Available.
In-District Tuition/Fees: $445 (effective 2024/25 academic year)
In-district tuition rates are subject to change based on Board approval.
Prerequisite: Grade of C or better in CDN 107, CDN 108, CDN 109, CDN 110 or consent of instructor.
Semester(s) Offered: Fall

CDN 201 Layout Design (3) 1,4
This course presents concepts in layout and publication design. Key topics include communication with image and type; creating order and interest; organizing content with grids and the examination of both current and historic examples of layout design. Theory combines with practice using page layout software such as Adobe InDesign to execute assignments. Technical areas covered will include document creation, importing text and images, file formats, layout guides and the preparation of files for printing.(1.2) Proficiency Credit Available Pass/No Credit Not Available.
In-District Tuition/Fees: $445 (effective 2024/25 academic year)
In-district tuition rates are subject to change based on Board approval.
Prerequisite: Grade of C or better in CDN 108, CDN 109, CDN 110 or consent of instructor.
Semester(s) Offered: Fall

CDN 217 Freelance Principles and Practices (3) 1,4
This course explores freelance design principles and real life application with clients. Students will learn how to establish a freelance design business, identify and cultivate prospective customers, develop design briefs, and negotiate and execute design contracts that encompass workflow from conceptualization to final design delivery. This course builds upon foundational concepts and skills to prepare the student for success as a freelance designer. (1.2) Proficiency Credit Available (2 LTFREIS) Pass/No Credit Not Available.
In-District Tuition/Fees: $445 (effective 2024/25 academic year)
In-district tuition rates are subject to change based on Board approval.
Prerequisite: (1) Grade of C or better in CDN 200 and CDN 201 or (2) consent of instructor.
Semester(s) Offered: Spring

CDN 219 Introduction to Web Design (3) 1,4
This course will introduce students to web page design with a strong emphasis on fundamental principles of graphic design. In designing web pages, students will learn about information architecture, wire-framing, semantic markup, and Cascading Style Sheets (CSS). Students who complete this course will be able to organize directories on a server, design web page structures, and create functional navigation and hyperlinks between web pages.(1.2) Proficiency Credit Available (2 FSE) Pass/No Credit Not Available.
In-District Tuition/Fees: $445 (effective 2024/25 academic year)
In-district tuition rates are subject to change based on Board approval.
Prerequisite: Grade of C or better in CDN 107 or consent of instructor
Semester(s) Offered: Fall

CDN 221 Advanced Web Design (3) 1,4
Students will learn about advanced web page design considerations that facilitate effective communication. Topics include site construction for optimal search engine performance, structure hierarchy, responsive design techniques, server-side web forms, and Cascading Style Sheets (CSS) animation and transitions. Students who complete this course will be able to design web pages that respond to multiple device formats. (1.1) Proficiency Credit Available (2 FES) Pass/No Credit Not Available.
In-District Tuition/Fees: $445 (effective 2024/25 academic year)
In-district tuition rates are subject to change based on Board approval.
Prerequisite: Grade of C or better in CDN 219
Semester(s) Offered: Spring

CDN 223 Digital Publishing (3) 1,4
This course covers pre-press operations and interactive document creation. Publications created include press ready documents, interactive PDF's, ePublications, and ebooks. Learn how to design, build, and organize digital publications using media-rich content for multiple formats. The use of typography, color and visual hierarchy will be emphasized to create well-designed, user-friendly digital formats. (1.2) Proficiency Credit Available Pass/No Credit Not Available.
In-District Tuition/Fees: $445 (effective 2024/25 academic year)
In-district tuition rates are subject to change based on Board approval.
Prerequisite: (1) Grade of C or better in CDN 200 and CDN 201 or (2) consent of instructor.
Semester(s) Offered: Spring

CDN 230 Introduction to Videography (3) 1,4
An introduction to videography and motion graphics, students will use graphic abstractions, digital and/or traditional photography and digital video to develop concepts of kinetic imagery. Aesthetic and practical considerations employed in effective multimedia design are presented. Possible projects include creating documentaries, reports on current events or the integration of background music to accompany slideshows of poems or artwork. (1.1) Proficiency Credit Available Pass/No Credit Not Available.
In-District Tuition/Fees: $460 (effective 2024/25 academic year)
In-district tuition rates are subject to change based on Board approval.
Prerequisite: None
Semester(s) Offered: Fall and Spring

CDN 232 Sound Design (3) 1,4
This course introduces sound design principles as applied to moving pictures and interactive systems. Beginning with an introduction to acoustics, creative use of sound is explored through field recordings and the use of digital audio workstations. Students use original sound recordings as well as those sampled from sound libraries in order to create sound pieces to be used with or without images. (1.2) Proficiency Credit Available Pass/No Credit Not Available.
In-District Tuition/Fees: $460 (effective 2024/25 academic year)
In-district tuition rates are subject to change based on Board approval.
Prerequisite: Grade of C or better in CDN 230 or concurrent enrollment in CDN 230 or consent of instructor.
Semester(s) Offered: Fall

CDN 233 Video Editing & Field Production (3) 1,4
This course integrates single camera digital video production with editing in order for students to produce short form videos. Issues relating to the use of digital video cameras, recording live audio and lighting techniques will be examined and applied under field conditions. Student composition of basic production scripts will guide their workflow. Editing will be performed with a non-linear editor. Synchronized multicamera event videography will be introduced. Encoding of various media formats will also be addressed.(1.2) Proficiency Credit Available Pass/No Credit Not Available.
In-District Tuition/Fees: $460 (effective 2024/25 academic year)
In-district tuition rates are subject to change based on Board approval.
Prerequisite: Grade of C or better in CDN 230 or consent of instructor.
Semester(s) Offered: Fall

CDN 234 Video Editing & Studio Production (3) 1,4
This course combines studio production of digital video and non-linear editing to create short form videos. Students will learn to use advanced digital video cameras; set up studio lighting; synchronize multiple cameras and to record and mix audio with video. Chromakey compositing (green screen) will be explored. Emphasis will be placed on teamwork and project management methodologies. (1.2) Proficiency Credit Not Available Pass/No Credit Not Available.
In-District Tuition/Fees: $460 (effective 2024/25 academic year)
In-district tuition rates are subject to change based on Board approval.
Prerequisite: Grade of C or better in CDN 230 or consent of instructor.
Semester(s) Offered: Spring

CDN 235 Special Topics in Graphic Design (1-3) .5,1
(.5-1, 1-4) Practical application and individual development in the field of graphic design. Directed specialized study under instructor supervision. Students will develop a plan of study with the instructor or the instructor will propose a specialized area of study. This course is used to increase skills and knowledge in the graphic design field. This course is repeatable 2 times. (1.2) Proficiency Credit Not Available Pass/No Credit Not Available.
In-District Tuition/Fees: $435 (effective 2024/25 academic year)
In-district tuition rates are subject to change based on Board approval.
Prerequisite: Consent of instructor
Semester(s) Offered: Varies

CDN 236 Motion Graphics and Special Effects (3) 1,4
Film and video use special motion graphics and special effects to transform the appearance of objects over time. Students will generate examples of the typography and graphics effects similar to those used in the opening sequences of a film or television show. Other outcomes include motion logos, banners and lower third descriptors. Topics include keying, generators, layered objects, particles and text effects.This course is repeatable 2 times. (1.2) Proficiency Credit Available Pass/No Credit Not Available.
In-District Tuition/Fees: $445 (effective 2024/25 academic year)
In-district tuition rates are subject to change based on Board approval.
Prerequisite: Grade of C or better in CDN 230 or concurrent enrollment in CDN 230 or consent of instructor
Semester(s) Offered: Spring

CDN 239 Video Production Capstone (2) 1,2
A capstone course designed to build on the student's cumulative experiential work in the process and craft of producing video through application and practice. The student will generate a short movie, either a non-fiction documentary/event video or a fictional dramatic narrative. (1.2) Proficiency Credit Not Available Pass/No Credit Not Available.
In-District Tuition/Fees: $325 (effective 2024/25 academic year)
In-district tuition rates are subject to change based on Board approval.
Prerequisite: Grade of C or better in CDN 233 and CDN 234 or consent of instructor
Semester(s) Offered: Varies

CDN 240 Portfolio Review (2) 1,3
This course is the capstone for the Communication Design Program. Students work to refine and expand upon previous works. Effective presentation skills and project refinements are covered. Each student will create and develop a professional portfolio and exhibit at the end of the semester in the Communication Departments annual Portfolio Exhibition. (1.2) Proficiency Credit Available Pass/No Credit Not Available.
In-District Tuition/Fees: $325 (effective 2024/25 academic year)
In-district tuition rates are subject to change based on Board approval.
Prerequisite: Consent of instructor.
Semester(s) Offered: Spring