Addendum to the Catalog

Diploma in Graphic Design & Digital Production
Credits: 39

Program Description

The Diploma in Graphic Design and Digital Production prepares students for entry-level careers in graphic design, multimedia, and digital content creation. The program combines creative theory with practical training in color, typography, photography, drawing, and digital design using industry-standard tools. Students develop skills in web and print production, video and multimedia communication, and professional presentation, while gaining knowledge of ethics and legal issues in design. Graduates are equipped to produce effective visual solutions across print, digital, and interactive media or continue advanced studies in design and communication fields.

Program Outcomes

• Conceptualize, design, and produce visual solutions for print, digital, and interactive media.

• Apply design and color theories, typography, and digital imaging techniques to create effective communication materials.

• Demonstrate proficiency with industry-standard software, hardware, and production workflows.

• Produce and manage multimedia projects, including video, photography, and web content tailored to diverse audiences.

• Interpret and apply current industry standards, ethical principles, and legal considerations in design practice.

• Present and communicate design concepts effectively in professional contexts.

Program sequence will be available at the time of enrollment.
The language of instruction and program delivery modality are subject to availability.

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Course	Title	Credits	Prerequisites
ENGL 101 or ENGL 103 or ENGL 105 or ENGL 150 or SPAN 101 or SPAN 103 or SPAN 105	Introduction to English Language - Basic Level or Introduction to English Language – Intermediate Level or Introduction to English Language - Advanced Level English Composition I or Introduction to Spanish Language - Basic Level or Introduction to Spanish Language – Intermediate or Introduction to Spanish Language - Advanced Level	3	
GRAD 101	Color Theory	3	
GRAD 102	Printing Techniques	3	
DESI 121	Drawing I	3	
GRAD 104	Typography	3	
DESI 285	Digital Photography	3	DESI 121, GRAD 101
GRAD 200	Introduction to Media Enterprises	3	GRAD 135
DESI 315	Ethics and Legislation in Design	3	
GRAD 103	Digital Graphic Design	3	
GRAD 106	Digital Video Production and Direction	3	DESI 121, GRAD 101
GRAD 135	Design Presentation and Communication	3	GRAD 101
GRAD 107	Multimedia Studio	3	DESI 285, GRAD 106, GRAD 103, GRAD 104
WEDE 100	Web Design and Graphics Studio I	3	DESI 285, GRAD 106, GRAD 103, GRAD 105
	TOTAL CREDITS	**39**	

Notes:

1. This program may be offered in English or Spanish according to demand. COMPLETING A COURSE OR PROGRAM IN A LANGUAGE OTHER THAN ENGLISH MAY REDUCE EMPLOYABILITY WHERE ENGLISH IS REQUIRED.
2. Students must abide with the minimum required hours and policies set by the state and local education agencies for practicum experiences, as applicable.
3. Students must comply with state and local education certification requirements for the diploma program, as applicable.
4. The use of a desktop computer is recommended for this program.
5. Adobe Creative Suite software needs to be installed in a computer for the coursing of this program.
6. Graduation GPA: 2.00

Course Descriptions:

DESI 121 Drawing I

Credits – 3

In this studio course students will be introduced to the basic drawing skills required for the representation of objects, figures and spaces. The importance of sketching as a means of recording and demonstrating concepts and processes will be emphasized. Black and white media, in particular pencil pen and marker will be emphasized. The development of fundamental drawing skills and standard manual product illustration skills will be stressed.

DESI 285 Digital Photography

Credits – 3

This course develops a creative vision of what is the necessary photography composition to apply in the design world. Beginning with the necessary basic knowledge in the photography field and ending in the digital world. The students will work with different digital images formats. They learn how to work with the most useful software in the digital images industry, as a tool for managing and manipulating digital images.

DESI 315 Ethic and Legislation in Design

Credits – 3

This course introduces students to legal and ethical issues that affect the design. Topics of examination include intellectual property, freedom of expression and contract law. The basic legal issues of contract and property law, within the creative context, will be examined: agreements, copyright, trademark, and patents. Students will learn how to protect their rights, and as importantly, how to lead the legal debate with the identification of legal concepts and terms which applies to the practice of design. In addition, the course will approach other ethical issues: free speech, obscenity, pornography, libel, privacy and their damages. The course will introduce the student to the ability of distinguish poor or good ethical justifications. We will be seeing legacy, moral and ethics principles.

ENGL 101 Introduction to English Language - Basic Level
Credit – 3

This course emphasizes the development of basic written communication and reading skills. Grammar instruction is provided for students who need to improve their proficiency in English.

ENGL 103 Introduction to English Language – Intermediate Level
Credits – 3

A thorough study of intermediate English grammar leading to the development of basic speaking, listening, reading and writing skills.

ENGL 105 Introduction to English Language – Advanced Level

Credit – 3

This course includes a review of grammar, emphasizing written communication through the study of the content and form of the essay.

ENGL 150 English Composition I

Credit – 3

English Composition I provide students with an academic foundation in writing. Students will learn scholarly research methods and the process of writing. Special attention is given to the professional purpose and audience writing.

GRAD 101 Color Theory

Credits – 3

This course introduces the fundamentals of color theory and its application in graphic design. Students will explore the color wheel, harmonies, contrast, and the emotional and cultural impact of color. Emphasis is placed on using color effectively in layouts, branding, and digital/print media, while gaining hands-on experience with Adobe tools to create palettes, swatches, and mood boards.

GRAD 101 Color Theory

Credits – 3

This course provides students with a comprehensive understanding of traditional and contemporary printing techniques used in the graphic design industry. Students will explore various printing processes, substrates, inks, pre-press procedures, color separations, proofing, and layout methods, gaining the practical knowledge required to manage print production from concept to execution.

GRAD 102 Printing Techniques

Credits – 3

This course provides students with a comprehensive understanding of traditional and contemporary printing techniques used in the graphic design industry. Students will explore various printing processes, substrates, inks, pre-press procedures, color separations, proofing, and layout methods, gaining the practical knowledge required to manage print production from concept to execution.

GRAD 103 Digital Graphic Design

Credits – 3

This course covers the basic elements and principles of digital graphic design. The main focus is on applying the fundamental elements of composition, color theory, typography, aesthetics, and hierarchy in design. Additionally, the course aims to encourage each student's creativity and critical thinking so that their work conveys a clear and high-quality message.

GRAD 104 Introduction to Typography

Credits – 3

This course explores the fundamentals of type as a design tool, including letterforms, spacing, hierarchy, and grid systems. Students will apply typographic principles and specifications using industry-standard software to create professional-quality layouts for print and digital media.

GRAD 106 Digital Video Production and Direction

Credits – 3

This course provides students with foundational knowledge and practical skills in audiovisual production, with a focus on content creation for social media platforms. Students will explore the full production process—from concept development and scripting to camera operation, lighting, sound recording, and post-production editing. Emphasis is placed on audience analysis, programming strategies, and adapting content for digital formats. Through lectures, hands-on labs, and collaborative projects, students will learn to produce engaging, high-quality multimedia content optimized for online distribution.

GRAD 135 Design Presentation and Communication

Credits – 3

This course introduces students to professional design presentation skills, including logo development, document production, and live presentations. Students will learn research-driven design techniques, sketching, moodboarding, and typographic principles, while also mastering mounting, matting, and industry-standard presentation procedures. Emphasis is placed on creating polished design materials and delivering confident, professional presentations.

GRAD 107 Multimedia Studio

Credits – 3

This course provides a comprehensive introduction to the principles and practices of multimedia communication. Students will explore the essential characteristics of multimedia, ethical considerations in digital environments, and foundational design concepts. Through hands-on projects, learners will develop skills in visual communication, user interface design, and usability. The course also covers sound recording, scripting, and podcast production, as well as photography, video, and live media coverage. By integrating graphic elements and multimedia visualization techniques, students will gain the tools necessary to create compelling and effective digital content across a variety of platforms.

GRAD 200 Introduction to Media Enterprises

Credits – 3

This course introduces students to professional practices, technical skills, and collaborative workflows in media production. Students will learn to work effectively in teams, meet deadlines, care for equipment, apply industry standards and terminology, and produce creative advertising layouts across print, digital, and other media formats.

SPAN 101 Introduction to Spanish Language - Basic Level

Credit – 3

Study and use of the Spanish language in its oral and written form. Frame of reference: Basic concepts such as reading comprehension, writing, literary analysis, and grammatical theories. It emphasizes the analysis of readings, the writing and execution of grammar exercises in situations, models and strategies based on critical and reflective analysis and creative activities.

SPAN 103 Introduction to Spanish Language – Intermediate

Credit – 3

Introduction to linguistics. The historical evolution of the Spanish language. Grammar review, vocabulary enrichment and written communication. Latin American Literature.

SPAN 105 Introduction to Spanish Language – Advanced Level

Credit – 3

Study of written communication. Readings of masterpieces of Hispanic literature. Emphasis on techniques of literary criticism and research.

WEDE 100 Web Design and Graphics Studio I

Credits – 3

This course will cover elements of computing, programming, performance situations, and types of Internet connection. Topics such as security, effective email composition, web etiquette, organization of information, introduction to e-commerce, customization of tools, chats, online synchronization, forums, and blogs will be discussed in detail. Finally, basic design using the web publishing language, HTML, and XHTML will be covered.