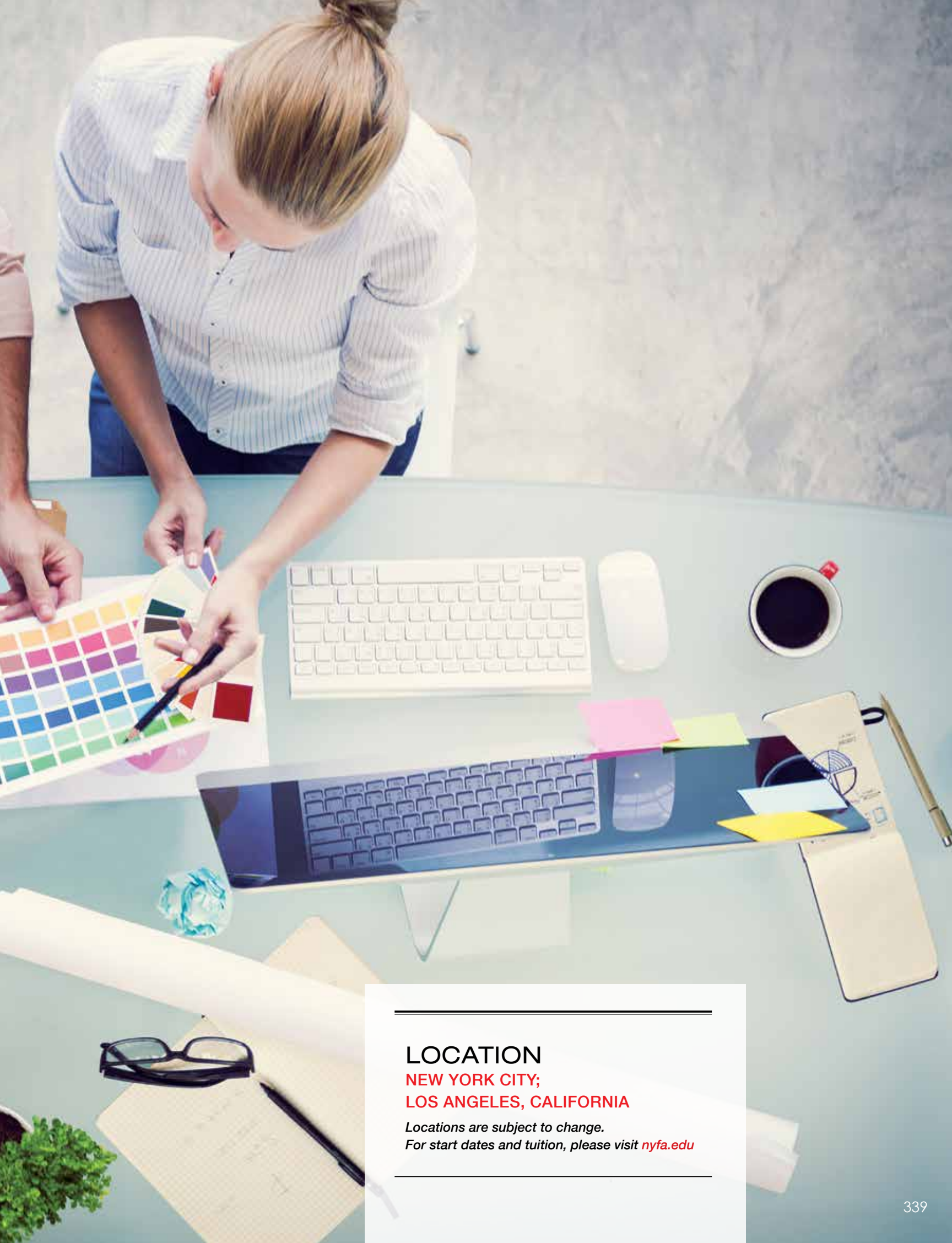# One-Year Conservatory
in GRAPHIC DESIGN

Students in the 1-year Program get a comprehensive education in the foundation elements of Graphic Design.

LOCATION
**NEW YORK CITY;
LOS ANGELES, CALIFORNIA**

*Locations are subject to change.
For start dates and tuition, please visit nyfa.edu*

OVERVIEW

KEITH GODARD
Creative Director
Department of Graphic Design

MFA Yale School of Arts and Architecture. BFA, London College of Printing and Graphic Design.

An award-winning industry trailblazer in graphic design for over four decades, Godard is regarded as a renaissance man in the fields of public art and exhibition design. As the principal behind the esteemed design firm Studio Works, which he founded over twenty-five years ago, he has created animation, exhibitions, and prints for such clients as University of Virginia, *Fortune Magazine*, *Business Week*, and much more. He focuses on integrating his imagination with a broad range of new media, print, animation, and website and environmental designs.

Graphic designers are artists that are able to apply their aesthetic sensibilities to commercial objectives. From package design to advertising, book layouts to interactive media, the options are truly endless for skilled graphic designers in today's market. Designed for professionals in related fields or for the student wishing to gain initial proficiency in the discipline, the One-Year Graphic Design curriculum is designed to educate and train students in core aspects of graphic design.

In the Academy's One-Year Graphic Design Programs, students are immersed in the world of graphic design where they study under accomplished professional designers to obtain a mastery of the many facets of this engaging and exciting profession. Graduates of the program may continue in the professional field of graphic design or related disciplines or move on to further studies in pursuit of an undergraduate degree.

As a convergent discipline, graphic design connects to many areas of visual art, design, communication and culture. Students will become articulate in the visual language and will gain the skills to create meaningful visual messages. The curriculum targets three core knowledge areas; practice, theory and context.

NYFA's One-Year Graphic Design curriculum is designed to withstand short-term cultural trends and provide students with essential core knowledge and state-of-the-art practical skills.

LEARNING OBJECTIVES

Our prescribed One-Year Graphic Design program serves to address the following core competencies:

• Students will demonstrate knowledge of the practical and technical skills used in graphic design practice.

• Students will demonstrate knowledge of contemporary and historical graphic design theory and contexts.

• Students will demonstrate proficiency with the visual language and the ability to conceive and execute powerful visual messages using type and image.

• Students will show familiarity with all aspects of graphic design practice, including the business of graphic design.

• Students will become competent in producing graphic design solutions for a range of printed and electronic media platforms.

• Students will produce a portfolio (print and web) for use in the field of graphic design (or related fields) or for further study.

COURSE DESCRIPTIONS

GRAPHIC DESIGN
(TYPE, IMAGE, LAYOUT FUNDAMENTALS)

This course is an introduction to the principles of graphic design practice and the process of solving visual problems, combining type and images. Students are introduced to the graphic design language and vocabulary (scale, contrast, grid, layout problems, 2D space, contrast, etc.).

ELEMENTS OF DESIGN
(DESIGN PRINCIPLES)

This course is an introduction to core formal elements of the visual language: line, shape, tone, texture, 2D studies, composition, and color basics. Working with analog and digital media, students will develop fundamental understanding of the core tools of visual design and will be introduced to the infinite creative possibilities of the 2D surface.

TYPE (TYPE FUNDAMENTALS)

This course is an introduction to typography. Students learn fundamentals of type and learn to recognize type families and key fonts. This course covers basics of the vocabulary of type, including x-height, ascenders, descenders, tracking, leading, serif, and sans-serif.

DRAWING & IMAGING
(INTRODUCTION TO IMAGE-MAKING)

In this course, students will explore image-making using traditional drawing tools, experimental materials, and the computer. Students will tackle problems of representation, explore fundamentals of composition, and explore methods of visualizing concepts and themes.

HISTORY OF GRAPHIC DESIGN

This course surveys the pivotal events and achievements that led to the current state of graphic communication. Students are introduced to the creative thinkers, important innovations, and breakthrough technologies that have shaped the evolution of visual communication.

COMMUNICATION DESIGN

In Communication Design, students see where the practice of graphic design and graphic design outcomes are distributed across a range of outlets and channels. Students are introduced to "message construction," the campaign, and designing a message for delivery in different interrelated formats.

INTERACTIVE DESIGN

An introduction to interactive media, this class consolidates all skills learned to date and challenges students to apply their graphic design skills to interactive media: web sites, app design, mobile interfaces, and social media.

PRE-PRESS & PRINT PRODUCTION

In this class, students will gain knowledge of the technical process involved in the production of printed graphic design pieces. Students will become aware of how the designer can control the end product. This class covers CMYK, Color Separation, File Prep, and Paper Stock.

PORTFOLIO PRODUCTION &
BUSINESS PRACTICES

This class focuses on the professional portfolio and the business of design: understanding client needs, contract negotiation, use rights, copyright, invoicing, etc.

DESIGN STUDIO

The Design Studio is a simulation of a real-world graphic design challenge in a client-based setting. The instructor will present a brief to students. The brief will include details of a fictional company and that company's needs for the project. Students will work to "client" timelines and deadlines. Bringing together many aspects of the courses and student skills, this project requires student collaboration and teamwork.

Please Note: curriculum and projects are subject to change and may vary depending on location.
Students should consult the most recently published campus catalog for the most up to date course information.