

Graphic Design

69-credit Associate of Applied Science Degree

About the Program

Graphic design is a creative process that combines art and technology to communicate ideas. This program is designed for individuals who desire to apply their creative and artistic talents in designing materials used in business, industry, and nonprofit sectors.

Study the concepts of drawing and design, typography, color theory, print processes, web design, illustration, page layout, marketing and advertising. In addition, learn to work within budget and time constraints, prepare electronic files for printing, interpret and evaluate criticism of design and present a creative rationale to a client.

Potential Job Titles

- Graphic Designer
- Designer
- Production Artist
- Web Designer
- Freelance Designer

Credit Transfer

Credits earned in the Graphic Design program may be transferable to institutions offering baccalaureate degrees. Visit www.wctc.edu/transfer for specific information. Since the details of credit transfers change from time to time, be sure to contact the intended college or university to verify credit transferability.

Admission Process

- Fill out a WCTC application
- Send \$30 non-refundable application fee
- Send high school transcript or GED/HSED
- Send any previous college transcripts
- Complete Skills Assessment test (COMPASS)
- Participate in a creative review
- Begin pursuing Financial Aid options

For more information, call 262.691.5200.

Required Courses	Credits
First Semester	
201-112 Graphic Design I	3
201-118 Design Drawing and Color Theory	3
204-113 Page Layout/InDesign	3
204-121 Digital Illustration	3
801-195 Written Communication	3+
809-199 Psychology of Human Relations	3
Total semester credits	18
Second Semester	
104-102 Marketing Principles	3
201-122 Graphic Design II	3
204-110 Print Media/Digital Publishing I	3
204-131 Image Editing/Photoshop	3
801-196 Oral/Interpersonal Communication	3+
804-123 Math with Business Applications	3+
Total semester credits	18
Summer Term	
204-138 Cooperative Ed - Graphics	3
Total term credits	3
Third Semester	
201-134 Typography	3
201-136 Advertising & Branding Design	3
204-132 Integrated Digital Production	3
207-110 Web Page Design I	3
801-197 Technical Reporting	3
Total semester credits	15
Fourth Semester	
201-140 Communication Design Practicum	3
201-143 Advanced Digital Design	3
207-121 Multi-Media/Flash	3
809-195 Economics	3+
809-196 Introduction to Sociology	3+
Total semester credits	15
+ Proficiency exam available	
<i>Curriculum is current as of catalog printing. The most current curriculum requirements for graduation will be provided upon admission to program, or review at www.wctc.edu.</i>	

Graphic Design Required Courses

104-102 Marketing Principles 3
 Explore marketing principles as found in the American business system, with an emphasis on consumer behavior, consumer and industrial products, distribution, market research, market segmentation, promotion, pricing, and international marketing.

201-112 Graphic Design I 3
 Learn basic tools and techniques used in graphic design, including ruling, cropping and scaling, sketching thumbs and roughs, developing comprehensives, and using professional design markers. Apply design principles such as emphasis, contrast, repetition, balance, and eye flow. Produce a variety of one-dimensional simple and complex projects.
 Prerequisites: Approved portfolio

<p>201-118 Design Drawing & Color Theory 3 Develop basic freehand drawing skills, while gaining a fundamental knowledge of color. Using different media, study the concepts of form: 1, 2, and 3-point perspective; proportion; line; value and texture as well as evaluate color characteristics; and examine the colors used in compositions; illustrations; and rendered still life's. In addition, explore how color is incorporated in drawings as they develop an understanding of color models: including RGB, CMYK, Pantone, Munsell, CIE Lab, and the Web.</p>	<p>204-113 Page Layout/InDesign 3 Create documents that are typographically correct and constructed according to industry design standards in the Graphic Design program. Participate in interactive demonstrations, weekly readings, and project assignments. In addition, integrate type and images, use tabs, manage layers, apply master pages and style sheets, and create complex tables and forms. Students who take this are encouraged to have keyboarding skills of 25 wpm and should plan on spending additional time outside of class to complete assignments.</p>	<p>801-195 Written Communication 3 Study and practice the transfer of information, ideas, and experiences in written form through reports, letters, memoranda, and other documents. Gain proficiency in the areas of organization, clarity, accuracy, and directness. Prerequisites: COMPASS-Writing Skills or ACT-English or ASSET-Writing Skills or Accuplacer Sentence Skills or TABE Advanced Language or 831-103 Intro to College Writing or 851-771 Writing-Program Readiness</p>
<p>201-122 Graphic Design II 3 Build on design skills and techniques introduced in Graphic Design I. Direct creative abilities toward the layout, design and production of graphic design related projects. Emphasis is placed on the use of type and color and the aesthetic and communicative aspects of letterforms. Through lectures, demonstrations, lab assignments, and weekly sketchbook assignments, apply these concepts to create and design projects utilizing a variety of materials and techniques. Prerequisites: 201-112 Graphic Design I and 204-113 Page Layout/InDesign</p>	<p>204-121 Digital Illustration 3 Enhance ability to draw on the computer with Adobe Illustrator. Learn how to apply various filters and colors to objects; create masks around objects; use the transformation tools (rotate, scale, reflect, shear, blend); create compounds and make special dashed lines to create many special effects.</p>	<p>801-196 Oral/Interpersonal Comm 3 Practice the necessary skills for effective speech delivery, listening, assertiveness, conflict resolution, teamwork, and general interpersonal communication.</p>
<p>201-134 Typography 3 Discuss the structure, personality, and history of type. Strengthen design abilities and problem-solving strategies through projects that incorporate expressive typography. Gain experience in using the design process and analyzing completed work. Prerequisites: 201-122 Graphic Design II and 204-113 Page Layout/InDesign and 204-121 Digital Illustration and 204-131 Image Editing/Photoshop and 801-195 Written Communication</p>	<p>204-131 Image Editing/Photoshop 3 Learn to use Adobe Photoshop to create sophisticated graphics for print and the Web. Describe, discuss, and demonstrate the procedures for producing color files and documents of professional quality. Become acquainted with layers, channels, paths, masks, and other techniques that are used to create the highest quality graphic elements for electronic digital documents. Prerequisites: 204-113 Page Layout/InDesign or 201-151 Foundations of Web Design or 204-115 Digital Page Layout</p>	<p>801-197 Technical Reporting 3 Prepare and present oral and written technical reports. Analyze the problems particular to technical writing, and study the methods used in assembling, developing, and preparing information for technical publications. Discuss the competencies required of the qualified technical communicator. Prerequisites: 801-195 Written Communication</p>
<p>201-136 Advertising & Branding Design 3 Learn how to apply marketing and advertising design principles to build brand identity for an organization. Develop advertising objectives, conduct research of the intended audience, and develop corporate identity materials using images and typography that "fit" a client's desired position in the marketplace. An opportunity to present an advertising and branding project in a formal setting will be provided. Prerequisites: 201-122 Graphic Design II and 204-113 Page Layout/InDesign</p>	<p>204-132 Integrated Digital Production 3 Develop brochures, flyers, posters and other related publications using software applications like Adobe InDesign, Illustrator, Photoshop, QuarkXPress, and others. Use accepted industry prepress standards to indicate bleeds, color, fold and trim marks, color bars and other technical requirements that demonstrate mastery of page layout, illustration, and image editing. Prerequisites: 204-115 Digital Page Layout or 204-113 Page Layout/InDesign and 204-121 Digital Illustration and 204-131 Image Editing/Photoshop</p>	<p>804-123 Math w Business Apps 3 Develop an understanding of real numbers, basic operations, linear equations, proportions with one variable, percents, simple interest, compound interest, annuity, apply math concepts to the purchasing/buying process, apply math concepts to the selling process, and basic statistics with business/consumer applications.</p>
<p>201-140 Communication Design Practicum 3 Develop job search skills and receive assistance in preparing materials necessary to this process. Artwork will be evaluated and opportunities will be given to strengthen a student's portfolio. Learn traditional and contemporary job search strategies, engage in mock interviews, and participate in a portfolio review. Guest speakers will describe career opportunities and industry expectations. A portfolio available for purchase at the WCTC bookstore will be required. The course is intended as a capstone experience for fourth semester students. Prerequisites: 201-134 Typography and 204-131 Image Editing/Photoshop and 801-195 Written Communication</p>	<p>204-138 Cooperative Ed - Graphics 3 Gain a meaningful occupational experience in the graphics field. The occupational experience is highly structured to include technical competencies related to the program of study. The instructor, student, and employer work together to establish student goals, discuss interpersonal relationships at work, and project activities. Prerequisites: 201-122 Graphic Design II or 204-120 Print Media II; and 204-123 Page Layout/QuarkXPress or 204-115 Digital Page Layout</p>	<p>809-195 Economics 3 Discuss the major institutions and principles that underlie the contemporary American economic system, and consider topics such as the free enterprise system, supply and demand, circular flow, government involvement, the Federal Reserve System, economic growth and development, the effects of international trade, comparative economic systems, and global economics. Prerequisites: COMPASS-Reading Skills or 858-775 Reading - Program Readiness or 838-105 Intro Reading & Study Skills or TABE Advanced Reading or Accuplacer Reading Comprehensi or College Proficiency - Reading or Grandfathered Rdg Requirement or ACT-Reading</p>
<p>201-143 Advanced Digital Design 3 Focus on the productivity and interactive features of Adobe InDesign, Photoshop and Acrobat. Advanced techniques will assist designers in preparing documents for print and conversion to the web. Acrobat features will focus on document review and editing processes, interactive forms, and PDF workflow. Prerequisites: 104-102 Marketing Principles and 201-134 Typography and 207-110 Web Page Design I</p>	<p>207-110 Web Page Design I 3 Study the fundamentals of web page authoring using Adobe Dreamweaver. Learn to use HTML to create web pages, generate HTML links, add graphics, and create image maps, tables, frames, and forms. Advanced techniques include new HTML tags, cascading style sheets, virtual reality, audio, video, presentation of other non-standard data, and how to use FTP to upload and download files.</p>	<p>809-196 Introduction to Sociology 3 Learn the basic concepts of sociology: culture, socialization, social stratification, multiculturalism, and the five institutions, including family, government, economics, religion, and education. Other topics include demography, deviance, technology, environment, social issues, social change, social organization, and workplace issues. Prerequisites: COMPASS-Reading Skills or 858-775 Reading - Program Readiness or 838-105 Intro Reading & Study Skills or TABE Advanced Reading or Accuplacer Reading Comprehensi or College Proficiency - Reading or Grandfathered Rdg Requirement or ACT-Reading</p>
<p>204-110 Print Media/Digital Pub I 3 Study offset lithography, flexography, and digital printing. Compare and contrast the advantages and disadvantages of the printing methods of gravure, and screen-printing. Produce single, two- and four-color printed pieces. Acquire knowledge relating to CTP, the PMS system, screens, halftones, print careers, print economics and the four-color process.</p>	<p>207-121 Multi-Media/Flash 3 Learn the principles and techniques for designing animated Web pages using Adobe Flash. Develop skills to layout pages, use color and text, work with multiple image types, and how to build navigation within Flash to make websites easy to navigate. A portion of the course will show how to integrate sound and video. By learning design techniques along with some general principles of Web usability, Flash content will be developed that serves users and clients with a creative edge that enables all users to achieve their goals. Prerequisites: 207-110 Web Page Design I and 204-131 Image Editing/Photoshop (or concurrent)</p>	<p>809-199 Psychology of Human Relations 3 Examine the principles of interaction as applied to human relations at home and on the job. Explore topics such as, self concept personality development, learning, motivation, emotions, stress, human relations processes, and special relationships. Prerequisites: COMPASS-Reading Skills or 858-775 Reading - Program Readiness or 838-105 Intro Reading & Study Skills or TABE Advanced Reading or Accuplacer Reading Comprehensi or College Proficiency - Reading or Grandfathered Rdg Requirement or ACT-Reading</p>