



Graphic and Web Design

Program No: 10-201-2

Associate Degree in Applied Science

Degree Completion Time: Varies

Degree completion time may vary based on student scheduling needs and class availability.

2010-2011

Catalog No.	Class Title	Credit(s)
Term 1		
10105124	Portfolio Introduction	1.00
10201101	Design Fundamentals	3.00
10201108	Photoshop	3.00
10201109	Illustrator	3.00
10152196	Website Development Fundamentals	3.00
10801195	Written Communication	3.00
	Total	16.00
Term 2		
10104116	Marketing & Promotion-Graphic & Web Design	3.00
10152110	Introduction to Fireworks	2.00
10201102	Typography	2.00
10201110	InDesign	3.00
10804123	Math with Business Applications OR 10806112 Principles of Sustainability	3.00
10801196	Oral/Interpersonal Communication	3.00
	Total	16.00
Term 3		
10105128	Career Exploration	2.00
10201111	Production Essentials	2.00
10201106	CSS for Advanced Web Design	3.00
10201104	QuarkXpress Publication Design	3.00
10809195	Economics	3.00
10809198	Psychology, Introduction to	3.00
	Total	16.00
Term 4		
10201112	Portfolio Assessment-Graphic and Web Design	1.00
10201103	Advanced Computer Graphics	3.00
10152117	Introduction to Flash	3.00
10201105	Internship for Graphics and Web Design	1.00
10152118	Website Development Advanced	3.00
10809196	Introduction to Sociology	3.00
10809122	Introduction to American Government	3.00
	Total	17.00
	Program Total	65.00

Note: Program start dates vary; check with your counselor for details.

Curriculum and program acceptance requirements are subject to change.

About the Program

Have you been told you have creative and visualization skills? Do you enjoy analyzing design decisions and often think it could have been done better? If you are attracted to the design elements of color, type, shape, illustration, and layout, then creating web sites and print-ready design solutions can be a very satisfying career choice. Graphic and web designers often thrive on competition and creative license; however, they must constantly adapt to the best solutions for the client. This field can draw out your creative talents and expand your business and marketing expertise. A minimum keyboarding skill of 25 wpm is recommended.

About the Career

Graphic and web designers are practical artists whose creations are intended to express ideas, convey information, or draw attention to a product or service. They design a wide variety of materials, including advertisements, displays, packaging, signs, logos, web sites, and web pages to meet the needs and preferences of their various clients for communication and promotion. Graphic and web designers can work as in-house designers for a company, as staff designers for a graphic design firm, or as freelance designers working for themselves.

Careers

- Graphic Designer
- Desktop Publisher
- Communication Assistant
- Web Designer
- Production Designer/Artist
- Creative Director

Admission Steps

- Application
- Application Fee
- Entrance Assessment
- Transcripts
- Program Advising Session
- Microsoft Skills Check Form (Word, PowerPoint, Excel)

Program Goals

You will learn to:

- Exhibit a high level of comfort with rapidly changing technology and independent learning.
- Create effective visual communication through the application of design theories and principles to develop design solutions using computer hardware and software.
- Apply typography skills and knowledge to create effective visual communication.

- Create and integrate illustrations and imagery to develop and communicate design solutions.
- Use a variety of technologies to create, capture, and manipulate design elements in producing a final product.
- Communicate clearly and professionally and see, hear, follow, and give directions, in both verbal and written formats.
- Apply effective business practices and project management skills appropriate to job requirements in the graphic and web design fields.
- Demonstrate creative abilities and software knowledge when developing web sites and press-ready electronic files.

Approximate Costs

- \$107 per credit (resident)
- \$158 per credit (out-of-state resident)
- Other fees vary by program (books, supplies, materials, tools, uniforms, health-related exams, etc.)

Entrance Assessment Scores

Assessment Areas	ACT	Accuplacer
Math	18	79
Read	18	74
Write	18	86

Functional Abilities

Functional abilities are the basic duties that a student must be able to perform with or without reasonable accommodations. At the postsecondary level, students must meet these requirements, and they cannot be modified.

Transfer agreements are available with the following institutions:

Capella University
Lakeland College
Silver Lake College
University of Phoenix
UW-Stout

IMPORTANT: For more information on these agreements, visit gotoltc.edu/transfer.

10104116 Marketing and Promotion-Graphic and Web Design

...introduces the student to the consumer decision process model and provides the student the ability to explain the relationship of the uncontrollable variables and the marketing mix to the promotion plan.

10105124 Portfolio Introduction

...prepares the student to develop a personal and professional portfolio, to identify self-awareness through various self-assessments and apply these results to the workplace and other environments, to write goal statements and understand their value, to develop an individual history of events and achievements, and to identify significant learning experiences throughout the student's life.

10105128 Career Exploration

...prepares the student to develop a career plan, write a resume, create a cover letter, prepare for an interview, search for work on the Internet, adapt a resume for an electronic scan, and post a resume and cover letter on the Internet.

PREREQUISITE: 10105124 Portfolio Introduction

10152110 Introduction to Fireworks

...will teach the fundamentals of creating web graphics with Fireworks and exporting them for use on the Web. Topics include creating graphics and graphical text, creating special effects, web buttons, GIF animations, optimizing individual pictures for web use, and exporting files to HTML documents. You will also learn to integrate Fireworks with Dreamweaver.

PREREQUISITE: 10152196 Website Development Fundamentals

10152117 Introduction to Flash

...provides an exploration of the use of Flash technology to create animations of web sites. Students will use technology to draw, create and manipulate/import vector objects. They will make the object "come to life" in frame-by-frame animations.

PREREQUISITE: 10152196 Website Development Fundamentals

10152118 Website Development Advanced

...builds on student knowledge of XHTML and web design software. Student knowledge is extended beyond basic page design to include web page interaction and dynamic page building. Students will have hands-on experience developing complex web pages.

PREREQUISITE: 10152196 Website Development Fundamentals

10152196 Website Development Fundamentals

...introduces the students to Adobe Dreamweaver, XHTML and web page principles beginning with building simple web pages using graphics and continuing on to build web pages with greater layout control by using table design and forms. In addition, they will have hands-on experience using Cascading Style Sheets (CSS) as an important component of dynamic HTML pages; and hands-on experience using in-line, embedded and external style sheets to create dynamic pages that allow for more control over the attributes of a web page.

10201101 Design Fundamentals

...introduces the learner to the elements of art (line, texture, color, shape and value.) Students will investigate how these elements can be manipulated using various principles of design to achieve different effects. Basic color theory, historic eras, and emerging trends will be covered.

CONDITION: 102012 Graphic and Web Design Admission Requirements Met

10201102 Typography

...introduces the learner to the fundamentals of Typography. Emphasis is on the structure and form of type and how it is used in contemporary graphic design. Projects explore the history of type, and the creation of design using type elements.

CONDITION: 102012 Graphic and Web Design Admission Requirements Met or 191061 Desktop Publishing and Digital Design Admission Requirements Met

10201103 Advanced Computer Graphics

...provides the learner with enhanced knowledge and skill in the use of design, illustration and page layout software through the creation of a variety of design projects. Emphasis is on original, strong images and type integration, as well as preparing files for press.

PREREQUISITE: 10201101 Design Fundamentals and **COREQUISITE:** 10201183 InDesign Advanced and **CONDITION:** 102012 Graphic and Web Design Admission Requirements Met

10201104 QuarkXpress Publication Design

...emphasizes use of Desktop Publishing software to apply typographical concepts to the production of a variety of publishing materials, ranging from single-page flyers to multipage documents. Scanning photos and art is introduced; and these files, as well as word processing files, are imported into desktop publishing.

CONDITION: 102012 Graphic and Web Design Admission Requirements Met

10201105 Internship for Graphic and Web Design

...requires students to complete 72 hours of performing work in a business/industrial service setting related to their program objectives. Students are responsible for seeking and obtaining the internship workstation position. Course requirements include maintaining a log of work activities, identifying and receiving approval from the job supervisor and instructor, and completing a work-related project. The field study may be substituted based on instructor decision. Students meet periodically at LTC.

COREQUISITE: 10201183 InDsgn Adv, 10201103 Adv Comp Graphics, 10201104 Publication Dsgn Using QuarkXpress and **PREREQUISITE:** 10152196 Web Dev Fund, 10152194 Intro to Flash and 10152195 Intro to Fire and **CONDITION:** 102012 Graphic/Web Dsgn Admission Req Met

10201106 CSS for Advanced Web Design

...further explores the range of design methods made possible by Cascading Style Sheets (CSS) and how it can be used for creating progressive and contemporary Website designs. The course will cover imagery, typography, effects, and themes as they relate to CSS and Website design.

PREREQUISITE: 10152196 Website Development Fundamentals

10201108 Photoshop

...introduces the learner to using Adobe Photoshop to edit, enhance, and combine digital images which are prepared for print and web media. Topics will include photo correction, masks, channels, page backgrounds, brushes and optimizes images for web use.

COREQUISITE: Microsoft PowerPoint Skills or Equivalent and **CONDITION:** 102012 Graphic and Web Design or 191061 Desktop Publishing and Digital Design Certificate Admission Requirements Met

10201109 Illustrator

...prepares the learner to use Adobe's standard vector graphics software to create digital art. The course will cover the basics of computer illustration and its use in print and web media. Students will work with objects, the pen, brushes, text, color, special effects, symbols, and gradients as they create portfolio-quality art.

CONDITION: 102012 Graphic and Web Design or 191061 Desktop Publishing and Digital Design Certificate Admission Requirements Met

10201110 InDesign

...prepares the learner to use a professional page layout program. Learners will develop brochures, mailers, business documents and newsletters by implementing text layout techniques, using multiple master pages, managing styles, using text adjustment tools, working with libraries, and managing long documents for print production. Projects developed will be used to build the students' portfolio.

COREQUISITE: Microsoft Excel Skills or Equivalent and **CONDITION:** 102012 Graphic and Web Design or 191061 Desktop Publishing and Digital Design Certificate Admission Requirements Met

10201111 Production Essentials

...will differentiate between methods of printing, explain color separations, examine operating systems, explore color systems, explain color calibration, practice color correcting techniques, recognize file formats and terms, explore layout and drawing output, manage fonts, prepare documents for trapping, output files to PDF format, preflight files, proof files, and access Adobe Bridge.

PREREQUISITE: 10201110 InDesign and **CONDITION:** 102012 Graphic and Web Design Admissions Requirements Met

10201112 Portfolio Assessment-Graphic and Web Design

...prepares the student to develop a career plan, write a resume, create a cover letter, prepare for an interview, search for work on the Internet, adapt a resume for an electronic scan, and post a resume and cover letter on the Internet which identifies what they have learned throughout the program, write career goals, re-examine their resume, research and collect project samples of their achievements, and analyze their achievements.

PREREQUISITES: 10105124 Portfolio Introduction and 10105128 Career Exploration and **CONDITION:** 102012 Graphic and Web Design Admissions Requirements Met

10801195 Written Communication

...teaches the writing process, which includes prewriting, drafting, revising, and editing. Through a variety of writing assignments, the student will analyze audience and purpose, research and organize ideas, and format and design documents based on subject matter and content. Keyboarding skills are required for this course. It also develops critical reading and thinking skills through the analysis of a variety of written documents.

PREREQUISITE: 10831103 Intro to College Writing or **CONDITION:** Accuplacer Writing minimum score of 86 or Equivalent

10801196 Oral/Interpersonal Comm

...provides students with the skills to develop speaking, verbal and nonverbal communication, and listening skills through individual speeches, group activities, and other projects.

10804123 Math w Business Apps

...covers 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.

PREREQUISITE: Accuplacer Math minimum score of 79 or Equivalent or 10804100 Math Proficiency

10809122 Introduction to American Government

...introduces American political processes and institutions. It focuses on rights and responsibilities of citizens and the process of participatory democracy. Learners examine the complexity of the separation of powers and checks and balances. It explores the role of the media, interest groups, political parties and public opinion in the political process. It also explores the role of state and national government in our federal system.

10809195 Economics

...provides the participant with an overview of how a market-oriented economic system operates, and it surveys the factors which influence national economic policy. Basic concepts and analyses are illustrated by reference to a variety of contemporary problems and public policy issues. Concepts include scarcity, resources, alternative economic systems, growth, supply and demand, monetary and fiscal policy, inflation, unemployment and global economic issues.

10809196 Introduction to Sociology

...introduces students to the basic concepts of sociology: culture, socialization, social stratification, multi-culturalism, 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.

10809198 Intro to Psychology

...introduces students to a survey of the multiple aspects of human behavior. It involves a survey of the theoretical foundations of human functioning in such areas as learning, motivation, emotions, personality, deviance and pathology, physiological factors, and social influences. It directs the student to an insightful understanding of the complexities of human relationships in personal, social, and vocational settings.