

Program Number 10-201-2
Associate Degree in Applied Science • Four Terms

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.

PROGRAM OUTCOMES

- Apply the principles of design to develop strategic marketing and communication products and services.
- Demonstrate proficiency in the use of design software, tools, and technology.
- Implement creative solutions from concept through completion using a formal process.
- Apply effective legal and ethical business practices and project management skills.
- Communicate artwork rationale in formal and informal settings.

CAREER AND EDUCATION ADVANCEMENT OPPORTUNITIES

Lakeshore credits transfer to over 30 universities. For more information visit lakeshore.edu/future-students/transfer.

ADMISSIONS AND FIRST SEMESTER ENROLLMENT STEPS

- Submit online application.
- Complete the online Student Success Questionnaire.
- Complete Get Started at Lakeshore appointment:
 - Application Check-in
 - College Orientation Overview
 - 1st Time Program Registration

**Submit high school transcripts, college transcripts, and test scores (optional, highly recommended). Official transcripts will be needed for transferring college credit(s) and for financial aid purposes.*

ACADEMIC PREPAREDNESS/FUTURE SEMESTER ENROLLMENT STEPS

If applicable, complete program-specific academic preparedness requirements and enrollment steps prior to enrolling in occupational or core courses. Students will be notified if there is a program waitlist. View the college's program webpage for details: <https://lakeshore.edu/programs-and-courses/career-areas/marketing-sales-service/graphic-and-web-design>.

APPROXIMATE COSTS

\$152.85 per credit tuition (WI resident) plus \$9.17 per credit student activity fee. Material fee varies depending on course. Other fees vary by program. Visit lakeshore.edu/Financial-Aid/tuition-and-fees for details.

FINANCIAL AID

This program is eligible for financial aid. Visit lakeshore.edu/Financial-Aid for more information.

SPECIAL NOTES

- Adobe Creative Cloud software is required for this program. Student discount prices are available.
- Students will be required to purchase online subscriptions over the course of the program. The approximate cost is \$100.
- Learn when you want. Progress at your own pace. Receive personalized coaching and support. The full CBE definition may be found at lakeshore.edu/cbe.

CONTACT

Lakeshore College Recruiter
 920.693.1366 • Recruitment@lakeshore.edu

Catalog No.	Class Title	Credit(s)
Term 1		
10201101	Design Fundamentals	3
10201108	Photoshop*	3
10201109	Illustration*	3
10801136	English Composition 1	3
10104102	Principles of Marketing*	3
		15
Term 2		
10103121	Excel - Level 1*	1
10103191	Word - Level 1*	1
10152196	Web Development 1*	3
10201110	InDesign*	3
10201114	Typography*	2
10201202	Digital Photography*	3
10809198	Introduction to Psychology	3
		16
Term 3		
10152122	Multimedia Concepts*	3
10201117	Career Essentials*	2
10201118	Advancements in Web and Development*	2
10201173	Website Development Advanced*	3
10801196	Oral/Interpersonal Communication	3
10809196	Introduction to Sociology OR 10809172 Introduction to Diversity Studies	3
		16
Term 4		
10104125	Social Media Strategy*	3
10201103	Advanced Computer Graphics*	3
10201105	Internship for Graphic and Web Design*	1
10201113	Print Design and Publication*	3
10804189	Introductory Statistics	3
		13
		TOTAL 60

*CBE delivery only

Curriculum and program acceptance requirements are subject to change. Program start dates vary; check with your academic counselor for details. The tuition and fees are approximate based on 2025-2026 rates and are subject to change prior to the start of the academic year.

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. Students must participate in the spring portfolio show. **PREREQUISITES:** 10201173 Website Development Adv, 10201101 Design Fundamentals, and 10201110 InDesign and **COREQUISITE:** 10201113 Print Design and Publication and **CONDITION:** 102012 Graphic and Web Design admission requirements met

ADVANCEMENTS IN WEB AND DEVELOPMENT...will explore the latest trends in Web design and development. Students will apply advanced techniques to create progressive and contemporary websites. **PREREQUISITE:** 10152196 Web Development 1

CAREER ESSENTIALS...will teach learners how to create effective career documents for a job search in the graphic and web design field including resume, cover letter, personal brand assets, and digital portfolio. Learners will be introduced to interview skills, career path options, and goal setting for a job search. Learners will also examine freelance resources and business entrepreneurship. **COREQUISITE:** 10201173 Web Development Advanced

DESIGN FUNDAMENTALS...introduces the learner to the Elements of Art for graphic design. Learners will investigate how these can be utilized in the Principles of Design to achieve an array of effects for print and web media. Basic color theory, historic design eras, emerging design media, and various occupations in graphic and web design will be covered.

DIGITAL PHOTOGRAPHY...will teach learners to use photographic principles and digital image manipulation. Learners will examine digital image editing techniques from a photography standpoint and create projects that focus on digital imagery. Image manipulation using current industry standard software, file management, and AI generative techniques for images will also be covered. **PREREQUISITE:** 10201108 Photoshop

ENGLISH COMPOSITION 1...is designed for learners to develop knowledge and skills in all aspects of the writing process. Planning, organizing, writing, editing and revising are applied through a variety of activities. Students will analyze audience and purpose, use elements of research, and format documents using standard guidelines. Individuals will develop critical reading skills through analysis of various written documents. Discuss reading and writing academic course support with your Counselor.

EXCEL - LEVEL 1...introduces the student to spreadsheet features such as creating, saving, editing, navigating, formatting worksheets; entering formulas and functions; working with charts; and developing multiple-sheet workbooks.

ILLUSTRATION...prepares the learner to use current industry standard vector graphics software to create illustrations and designs. The course will cover illustrative design styles and the basics of digital illustration for print and web media. Learners will work with current industry standard tools to create original vector designs and examine AI generative illustration techniques.

INDESIGN...prepares the learner to use current industry standard page layout software. Learners will develop an array of print media by implementing industry standard tools and managing documents for print production. The latest AI generative techniques will be explored focusing on print media. **PREREQUISITE:** 10201101 Design Fundamentals

INTERNSHIP FOR GRAPHIC AND WEB DESIGN...requires students to complete 72 hrs 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. Field study may be substituted based on instruction decision. Students meet periodically at Lakeshore. **COREQUISITE:** 10201113 Publication Design and **CONDITION:** Verification of eligibility by the Internship Coordinator

INTRODUCTION 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. Discuss reading academic course support with your Counselor.

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. Discuss reading academic course support with your Counselor.

INTRODUCTORY STATISTICS...prepares students to display data with graphs, describe distributions with numbers perform correlation and regression analyses, and design experiments. They use probability and distributions to make predictions, estimate parameters, and test hypotheses. They draw inferences about relationships including ANOVA. Discuss math and reading academic course support with your Counselor.

MULTIMEDIA CONCEPTS...prepares the learner to use current industry standard software and techniques in creating various multimedia including video, audio, and assets for web and print media. Learners will create a diverse array of multimedia design projects and employ project management skills for design development.

ORAL/INTERPERSONAL COMMUNICATION...provides students with the skills to develop speaking, verbal and nonverbal communication, and listening skills through individual speeches, group activities, and other projects. Discuss reading academic course support with your Counselor.

PHOTOSHOP...prepares the learner to use current industry standard image manipulation software to edit, enhance, and create digital images which are prepared for print and web media. Topics will include an array of photo correction and enhancement methods, photo editing with current industry standard tools, and creating images with AI generative techniques.

PRINCIPLES OF MARKETING...introduces the student to the consumer decision process model, the bases used to segment a market, basic concepts about goods, services, and ideas, the nature of supply chain and distribution, integrated marketing communications, and the stages of the product life cycle and their impact on the marketing mix.

PRINT DESIGN AND PUBLICATION...introduces the learner to creating and designing print materials for commercial press output. A variety of print media projects focused on advertising, branding, packaging, and product development will be created. **PREREQUISITE:** 10201110 InDesign, 10201108 Photoshop, and 10201109 Illustration

SOCIAL MEDIA STRATEGY...explores current and up-and-coming online platforms, applications, and tracking methods for social media and determine how they are revolutionizing the marketing landscape. You will set up social media accounts, learn basic terminology, and incorporate best practices into marketing strategies. You will learn which platforms fit best with an organization's strategic goals, how to integrate content across them, interpret the analytics, and tailor them to maximize results.

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. **PREREQUISITE:** 10201109 Illustration and **CONDITION:** 102012 Graphic and Web Design admission requirements met

WEB DEVELOPMENT 1...introduces the students to web page design principles and proceeds to teach students how to create their own visually appealing designs for the web. Students will have hands-on experience using current versions of Hypertext Markup Language (HTML) and Cascading Style Sheets (CSS) to code and format accessible, valid, and optimized websites. Websites will be published live on the web using FTP. Students also explore recent trends in web design and development.

WEBSITE DEVELOPMENT ADVANCED...will teach learners advanced web design and development techniques using current industry standard software. Learners will examine UI/UX applications, CMS platforms, and website building. Learners will explore core web design principles with accessibility and responsiveness considerations from a design perspective. **COREQUISITE:** 10152196 Web Development 1

WORD - LEVEL 1...introduces the student to word processing features such as creating, saving, editing, navigating, and formatting the content of multi-page documents.