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

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

ADMISSIONS AND FIRST SEMESTER ENROLLMENT STEPS

- Submit online application.
- Complete the online Student Success Questionnaire.
- Schedule your 1st Time Program Counseling/Registration Session with your assigned program counselor to plan your first semester schedule, review your entire plan of study and discuss the results of the Student Success Questionnaire.
Submit transcripts and test scores (optional, highly recommended): College transcripts, along with high school transcripts and test scores from within the last five years, used for course registration. Official transcripts needed for transferring college credit(s) and for financial aid purposes.

FUTURE SEMESTER ENROLLMENT STEPS

- Complete online Student Success Tutorial prior to registering for second semester.

APPROXIMATE COSTS

• $146.20 per credit tuition (WI resident) plus $8.77 per credit student activity fee. Material fee varies depending on course. Other fees vary by program. Visit gotoltc.edu/financial-aid/tuition-and-fees for details.

FINANCIAL AID

This program is eligible for financial aid. Visit gotoltc.edu/Financial-Aid or talk with your Admissions Advisor about how to apply for aid.

SPECIAL NOTES

• Students are required to purchase specific Adobe Creative Cloud software. A student discount price is available at adobe.com.
• Students will be required to purchase hosting and domain registration in Term 3. The approximate cost is $50.

CONTACT

LTC Admissions Advisor
920.693.1162 • Admissions@gotoltc.edu

Catalog No.	Class Title	Credit(s)
Term 1		
10201101	Design Fundamentals	3
10201108	Photoshop	3
10201109	Illustration	3
10801195	Written Communication	3
10809198	Introduction to Psychology	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
10201115	Digital Photography	2
10804189	Introductory Statistics	3
		15
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	3
		16
Term 4		
10152106	Integrated Web Concepts	4
10201103	Advanced Computer Graphics	3
10201105	Internship for Graphics and Web Design	1
10201113	Print Design and Publication	3
10809195	Economics	3
		14
	TOTAL	**60**

Curriculum and program acceptance requirements are subject to change. Program start dates vary; check with your program counselor for details. The tuition and fees are approximate based on 2023-2024 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. PREREQ: 10201101 Design Fund, 10201110 InDesign, 10201173 or 10152118 or 10201119 Website Dev Advanced and COREQ: 10152106 Integrated Web Concepts and 10201113 Publication Design 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 students how to create effective career documents for a job search such as Graphic and Web Designer including resume, business card, and cover letter. Students will also learn how to set up a freelance business, how to find jobs as a freelancer, and the basics of owning their own business. Students will analyze their design strengths and gather portfolio artifacts that showcase their skills in the Graphic and Web Design field. COREQUISITE: 10201173 Web Development Advanced or 10201119 Web Development Advanced

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.

DIGITAL PHOTOGRAPHY…will help the individual understand photographic principles and file manipulation. Through in-class discussions, audio visuals, camera demonstrations, and in-the-field shooting sessions, the individual will learn shooting and lighting techniquesdesigned to capture a better image. Printing, cropping, retouching and file management will also be covered. PREREQUISITE: 10201108 Photoshop

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. COREQUISITE: Reading placement assessment or equivalent

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 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.

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. PREREQUISITE: 10201101 Design Fundamentals and 10201108 Photoshop

INTEGRATED WEB CONCEPTS…introduces students in the Web and Software Developer, Graphic and Web Design, and Marketing programs to working within interdisciplinary teams. Through the building of all aspects of an application, each team will select and utilize design thinking processes and US/UI tools, prototype potential design solutions, ask for, give, and receive directive feedback, and effectively communicate and persuasively present ideas to an interdisciplinary audience. PREREQ: 10104136 Retail Marketing/Ecommerce and 101043 Mktg req met or 10152109 Object-Oriented Program 1, 10152123 Mobile Device Dev 1 and 101527 IT Web and Soft Dev req met or 10201173 Web Dev Advanced and 102012 Graphic and Web req met

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 instruction decision. Students meet periodically at LTC. COREQUISITE: 10201113 Publication Design and CONDITION: Verification of eligibility by the Internship Coordinator

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. COREQUISITE: Math placement assessment or equivalent AND Reading placement assessment or equivalent

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. COREQUISITE: Reading placement assessment or equivalent

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. COREQUISITE: Reading placement assessment or equivalent

MULTIMEDIA CONCEPTS...will teach students how to create various multimedia elements including video, audio, and basic animation. PREREQUISITE: 10152196 Web Development 1

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. COREQUISITE: Reading placement assessment or equivalent

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.

PRINT DESIGN AND PUBLICATION…will focus on creating and designing print material using desktop publishing software. The emphasis is on design and preparing files for print. A variety of documents, including brochures, annual reports, flyers, magazine articles, and multipage documents are created. Students also explore packaging design fundamentals using dielines and folds. PREREQUISITE: 10201110 InDesign, 10201108 Photoshop, 10201109 Illustration

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. COREQUISITE: 10201110 InDesign 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…builds on student knowledge of 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 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.

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. COREQUISITE: Writing placement assessment or equivalent AND Reading placement assessment or equivalent