

Catalog No.	Class Title	Credit(s)
Term 1		
10201116	Graphic & Web Portfolio	1.00
10152111	Emerging Web Trends	1.00
10201101	Design Fundamentals	3.00
10201108	Photoshop	3.00
10201109	Illustration	3.00
10801195	Written Communication	3.00
10809198	Psychology, Introduction to	3.00
	Total	17.00
Term 2		
10201114	Typography	2.00
10201115	Digital Photography	2.00
10201110	InDesign	3.00
10152196	Web Development 1	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	Personal Branding	2.00
10152118	Website Development Advanced	3.00
10152106	Integrated Web Concepts	4.00
10201106	CSS for Advanced Web Design	3.00
10201111	Production Essentials	2.00
10809196	Introduction to Sociology	3.00
	Total	17.00
Term 4		
10201112	Portfolio Assessment-Graphic and Web Design	1.00
10201103	Advanced Computer Graphics	3.00
10152122	Multimedia Concepts	3.00
10201113	Publication Design	3.00
10201105	Internship for Graphics and Web Design	1.00
10809195	Economics	3.00
10809122	Introduction to American Government	3.00
	Total	17.00
	Program Total	67.00

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

- Submit Application and \$30 Processing Fee
- Complete an Assessment for Placement (Accuplacer or ACT and Microsoft Skills Check—Word, PowerPoint, Excel)
- Submit Official Transcripts (High School and Other Colleges)
- Meet with Program Advisor
- Complete Functional Ability Statement of Understanding Form

Program Outcomes

You will learn to:

- 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.
- Demonstrate creative abilities and software knowledge when developing websites and press-ready electronic files.

Approximate Costs

- \$132 per credit (resident)
- \$198 per credit (out-of-state resident)
- Other fees vary by program (books, supplies, materials, tools, uniforms, health-related exams, etc.)

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.

Placement Scores

Accuplacer/ACT scores will be used to develop your educational plan. Please contact your program counselor/advisor at 920-693-1109.

Divisional Grading Policy

All coursework in the Business and Technology Division must be passed at a grade of "C" or better for program graduation.

Transfer agreements are available with the following institutions:

Bellevue University
Capella University
Concordia University
Excelsior College
Franklin University
Herzing University

Lakeland College
Ottawa University
Silver Lake College
University of Phoenix
Upper Iowa University
UW-Green Bay

UW-Oshkosh
UW-Stout

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

10105128 Personal Branding

...focuses on the importance of developing a strong brand identity for yourself as a professional. As a prospective employee, you are constantly selling yourself from how you talk, walk, dress, your facial expressions, and your body language; people are always forming impressions of you. In this course, you will develop a professional resume, cover letter, practice interview skills, and learn the role of social media in career development.

PREREQUISITE: 10105124 Portfolio Introduction or 10201116 Graphic and Web Portfolio

10152106 Integrated Web Concepts

...introduces the student to the three major components of the Web—design, development, and marketing. A common course among Graphic and Web Design, Web and Software Developer, and Marketing, students from each program will be responsible for working in teams and to coordinate projects and present their industry to students from the other programs.

PREREQUISITE: 10104102 Prin of Marketing and COREQUISITES: 10152187 Web Development 3 and 10201106 CSS for Adv Web Design and CONDITION: 1015 27 Web and Software Developer or 102012 Graphic and Web Design or 101043 Marketing program requirements met

10152111 Emerging Web Trends

...introduces students to the most current developments in the Web. Using resources and tools for staying current in relation to new technologies and trends related to Web design, development and marketing, students will assess current Web trends as they apply to their chosen profession.

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 Web Development 1

10152122 Multimedia Elements

...will teach students how to create various multimedia elements including video, audio, and basic animation and learn how to incorporate these elements into web pages.

PREREQUISITE: 10152196 Web Development 1

10152196 Web Development 1

...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

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 10152106 Integrated Web Concepts and COREQUISITE: 10201113 Publication Design and 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 instruction decision. Students meet periodically at LTC.

COREQUISITE: 10201113 Publication Design and PREREQUISITE: 10201106 CSS for Advanced Web Design and 10201111 Production Essentials and participation in Mini Portfolio & verification of eligibility by the Internship Coordinator

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 Web Development 1

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 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.

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 PREREQUISITE: 10201101 Design Fundamentals 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 identify 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 within the college core abilities and program outcomes.

PREREQUISITES: 10105124 Portfolio Introduction and 10105128 Personal Branding and CONDITION: 102012 Graphic and Web Design Admissions Requirements Met

10201113 Publication Design

...will focus on creating and designing print material using desktop publishing software. A variety of documents, including brochures, annual reports, flyers, magazine articles, and multipage documents are created. Integrating Microsoft Office products with Adobe products are explored. The emphasis is on design and preparing files for print.

PREREQUISITE: 10201110 InDesign, 10201108 Photoshop, 10201108 Illustration and CONDITION: 102012 Graphic and Web Design admission requirements met

10201114 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

10201115 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 techniques designed to capture a better image. Printing, cropping, retouching and file management will also be covered.

10201116 Graphic and Web Portfolio

...prepares the student to develop a personal and professional portfolio for the graphic and web field. You will identify self-awareness through various self-assessments and apply these results to the workplace and other environments, write goal statements and understand their value, develop an individual history of events and achievements, and identify significant learning experiences. Students prepare for the mini-portfolio show at the end of the first year.

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 Wrtg or CONDITION: Written Comm Prepared Learner (Accuplacer Wrtg min score of 86 or Equivalent) and COREQUISITE: 10838105 Intro Rdg & Study Skills or CONDITION: Reading Accuplacer min score of 74 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.

COREQUISITE: 10838105 Intro Reading and Study Skills or CONDITION: Reading accupcler minimum score of 74 or equivalent

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 10834109 Pre-Algebra and COREQUISITE: 10838105 Intro Reading and Study Skills or CONDITION: Reading accupcler minimum score of 74 or equivalent

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.

COREQUISITE: 10838105 Intro Reading and Study Skills or Accuplacer Reading score of 74 or equivalent

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.

COREQUISITE: 10838105 Intro Reading and Study Skills or Accuplacer Reading score of 74 or equivalent

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.

COREQUISITE: 10838105 Intro Reading and Study Skills or Accuplacer Reading score of 74 or equivalent

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.

COREQUISITE: 10838105 Intro Reading and Study Skills or Accuplacer Reading score of 74 or equivalent