Graphic Design Media Technologies

Diploma (D222)

Required Courses

GDES 1105   Concepts of Design .... 3 cr
GDES 1122* Graphic Design Production .... 3 cr
GDES 1124   Corporate ID .... 3 cr
GDES 1128   Intro to Videography** .... 3 cr
GDES 1134   Typography.. 3 cr
GDES 1140   Adobe Photoshop .... 3 cr
GDES 1142   Adobe Illustrator.. 3 cr
GDES 1144   Adobe InDesign .... 3 cr
GDES 2130   Motion Graphics I .... 3 cr
GDES 2132   Designs in Social Media .... 3 cr
GDES 2350   Internship **OR**
GDES 2352   Shop Internship .... 15 cr

*Denotes Prerequisites
**Some labs may be held on the Staples Campus

GRADUATION REQUIREMENT - 45 CREDITS

Description

In the Graphic Design Program - Media Technologies, students will take visual ideas from initial concept through creative and technical development and, ultimately, to a final form that is ready for production. Various tools are used, from hand tools for sketches to the latest computerized aids for print or online media. We focus on projects modeled with industry realities, relevant to high-impact, effective communication.

Outcomes

By completing this program, students will achieve the following learning outcomes:

- Select appropriate software tools to achieve effective design solutions;
- Communicate design concepts at various stages of development using the design process;
- Develop print and multimedia concepts using traditional, computer-based, and video design tools;
- Develop and present creative portfolios verbally and in writing to clients;
- Interact with clients, marketing personnel, copy writers, web designers, photographers, and printing companies; and
- Demonstrate a respect for diversity of ideas and concepts in a group environment.

Pre-Program Requirements

Some courses may require students to meet College Placement Levels in reading, writing, and/or math. See an advisor for more information.

For insurance purposes, internships may require that students be 18 years old.

Graduation Requirements

In addition to the program requirements, students must meet the following conditions in order to graduate:

- College Cumulative GPA Requirement: cumulative grade point average (GPA) of credits attempted and completed at CLC must be at least 2.0;
- College Technical Core GPA Requirement: cumulative GPA of credits attempted and completed towards the technical core of the diploma or degree must be at least 2.0;
- Residency Requirement: students must complete 25% of their credits at Central Lakes College.

A graphic designer is a creative problem solver who is trained to conceive, plan, and execute a design that communicates a direct message to an audience in an imaginative and visually arresting manner. Effective visual communication requires a graphic designer to communicate ideas and information in ways that will get the attention of, and motivate, a viewer. Ideas are generated through a design process in which graphic designers research, organize, and interpret the information; define the objectives; originate ideas; and create new visual forms. New and constantly evolving computer and communication technologies further challenge the role of the graphic designer in creating imaginative and clear messages for vastly different audiences. Meeting this challenge requires use of the best media tools for development and delivery of ideas and information: print, photography, packaging, logos, publications, the Internet, film, television, and animation.

Semester One (15 credits)

GDES 1105	Concepts of Design	3 cr
GDES 1134	Typography	3 cr
GDES 1140	Adobe Photoshop	3 cr
GDES 1142	Adobe Illustrator	3 cr
GDES 1144	Adobe InDesign	3 cr

Semester Two (15 credits)

GDES 1122*	Graphic Design Production	3 cr
GDES 1124	Corporate ID	3 cr
GDES 1128	Intro to Videography**	3 cr
GDES 2130	Motion Graphics I	3 cr
GDES 2132	Design in Social Media	3 cr

Semester Three (15 credits)

GDES 2350	Internship **OR**	
GDES 2352	Shop Internship***	15 cr

*Denotes Prerequisites
**Some labs may be held on the Staples Campus
***Internships will be offered both Fall and Spring semesters. Work with instructor and/or advisor on what would work best for you.

Revised 3/24/2025