

Graphic Design Media Technologies

Diploma (D222)

Required Courses

| | | |
|------------|--------------------------------|-------|
| GDES 1105 | Concepts of Design | 3 cr |
| GDES 1120 | Publication Design | 3 cr |
| GDES 1122* | Graphic Design Production..... | 3 cr |
| GDES 1124 | Corporate ID | 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 2100* | Graphic Design I..... | 3 cr |
| GDES 2130 | Motion Graphics I..... | 3 cr |
| GDES 2132 | Designs in Social Media | 3 cr |
| GDES 2352 | Shop Internship | 12 cr |

*Denotes Prerequisites

GRADUATION REQUIREMENT - 45 CREDITS

Description

Graphic Designers are a key component in promoting people, corporations and products to consumers. We work in many areas from print/production design, website/social media design, motion graphics and animation design. Designers go through a process of conception, creation and communication of visual effects in all aspects of advertising. We offer instruction using the latest in today's technology and innovative techniques for this career field. We help connect students to challenges of exciting, creative, and rewarding career opportunities. We "Design It." In the Graphic Design Program, 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. 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.
- Graphic Design students are required to purchase an Apple Macintosh laptop with the Adobe Creative Cloud software. See latest requirement through bookstore website.

Career & Transfer

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.

Academic Plan

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 1120 | Publication Design..... | 3 cr |
| GDES 1122* | Graphic Design Production..... | 3 cr |
| GDES 1124 | Corporate ID | 3 cr |
| GDES 2352 | Shop Internship | 6 cr |

Semester Three (15 credits)

| | | |
|------------|------------------------------|------|
| GDES 2100* | Graphic Design I | 3 cr |
| GDES 2130 | Motion Graphics I..... | 3 cr |
| GDES 2132 | Design in Social Media | 3 cr |
| GDES 2352 | Shop Internship | 6 cr |