

Graphic Design

Program Number: 10-201-1

Associate in Applied Arts Degree

Applied Arts Program Cluster

Center for Business and Applied Arts

Program offered at Madison Campuses

First-year courses offered at Watertown Campus

For information call: (608) 246-6003 or
(800) 322-6282 Ext. 6003

About the Program

This program prepares students who are interested in a professional career in a variety of challenging areas for print media. The major career opportunities are graphic designer, production artist, or illustrator. Jobs are in advertising agencies, publishing companies, art studios, and advertising and art departments within companies. Graduates can also work as freelance artists. Some aptitudes necessary for success include aesthetic appreciation and creative imagination, visual acuity, attentiveness to detail, a willingness to complete tasks according to technical requirements, and an ability to work under pressure to meet deadlines. Previous courses that may be helpful include art and typewriting or computer skills. Students should have good command of the English language, having earned B grades in English courses.

Program Courses

10-201-102 Design Fundamentals 3 credits

Students learn fundamentals of two-dimensional visual organization and problem-solving strategies for advertising layout, publication design, typographic and graphic design, and illustration.

10-201-103 Drawing Fundamentals 3 credits

An introductory drawing class emphasizing sound craftsmanship and a study of basic freehand drawing skills. Includes the study of perspective, proportion, and light and shade. Also covers the construction of solid forms.

10-201-106 Illustration 3 credits

Concentrates on creating reproducible line and continuous tone art in the areas of product, editorial and institutional illustration. The focus is on black and white illustration in a variety of media both traditional and digital. Students are encouraged to develop problem-solving techniques in both technical and conceptual areas. Prerequisites: 10-201-102, 10-201-103 and 10-201-181.

10-201-112 Color Media 3 credits

An understanding of color is achieved through the study and application of color systems and theory. A wide range of tools, techniques and media are used on a variety of assignments. Prerequisite: 10-201-102 and 10-201-103.

Curriculum

FIRST YEAR

First Semester		Credits	Hrs/week Lec-Lab
10-201-102	Design Fundamentals.....	3	3-3
10-201-103	Drawing Fundamentals.....	3	3-3
10-201-136	Concept Development.....	3	3-3
10-201-181	Introduction to Computer Graphics.....	3	3-3
10-801-195	Written Communication.....	3	3-0
10-804-123	Math with Business Applications.....	3	3-0
Semester Total		18	

Second Semester

10-201-112	Color Media.....	3	3-3
10-201-151	Typographic Design.....	3	3-3
10-201-152	Drawing for Illustration.....	3	3-3
10-201-182	Applied Computer Graphics.....	3	3-3
10-203-130	Introduction to Digital Photography.....	2	2-2
20-809-276	Business Ethics*.....	3	3-0
Semester Total		17	

SECOND YEAR

First Semester

10-201-106	Illustration.....	3	3-3
10-201-121	Graphic Design.....	3	3-3
10-201-128	Print and Design Production.....	3	3-3
10-201-177	Web Page Design 1.....	3	3-3
10-801-196	Oral/Interpersonal Communication.....	3	3-0
10-801-197	Technical Reporting.....	3	3-0
Semester Total		18	

Second Semester

10-201-153	Integrated Design.....	3	3-3
10-201-154	Design Project Management.....	3	3-3
10-201-162	Portfolio Preparation.....	2	2-2
10-201-184	Electronic Page Layout.....	2	2-2
10-809-197	Contemporary American Society.....	3	3-0
10-809-199	Psychology of Human Relations.....	3	3-0
	Elective.....	1	1-0
Semester Total		17	

Note: Students are placed in English or mathematics courses based on their scores on the COMPASS or ASSET test or on completion of the appropriate prerequisite/s.

* Other course options are available. See program advisor for information.

Program Courses (continued)

10-201-121 Graphic Design 3 credits
Develops two-dimensional design concepts as they relate to the professional design field. Assignments include the development of logos, corporate identity and page designs. Prerequisites: 10-201-151, 10-201-136, and 10-201-181.

10-201-128 Print and Design Production 3 credits
Practical training in layout and production of art. In a variety of increasingly complicated assignments, the student learns to solve realistic print design problems from rough layout through print-ready page production. Prerequisites: 10-201-151 and 10-201-136.

10-201-136 Concept Development 3 credits
Introduces exercises and processes to foster creativity and the development of unique ideas for graphic design and advertising applications. Emphasis is placed on improving research, brainstorming, writing, speaking and critical thinking skills. Working individually, in teams and in groups, students will come up with unexpected solutions to realistic and contemporary industry problems. Visual presentations cover a wide range of levels of finish and incorporate traditional and digital media and rendering techniques.

10-201-151 Typographic Design 3 credits
This course will explore the structure and form of type used in contemporary graphic design, the history of type, development, and terminology. Projects will incorporate both hand rendering and applied computer applications using QuarkXPress and InDesign. Prerequisites: 10-201-102, 10-201-103, and 10-201-181.

10-201-152 Drawing for Illustration 3 credits
The focus of this course is on black and white illustration in a variety of media. Topics will cover creation of reproducible line and continuous tone art in the areas of product, editorial, and institutional illustration. Traditional figure-drawing techniques and approaches with a concern for illustrative usage and figure indication for design and layout situations will be incorporated. Prerequisites: 10-201-102 and 10-201-103.

10-201-153 Integrated Design 3 credits
Visual literacy and effective translation of complex information into informative graphics and illustration will be emphasized. Projects may involve television, environmental graphics, web graphics, as well as print. Prerequisites: 10-201-121, 10-201-128, and 10-201-177.

10-201-154 Design Project Management 3 credits
Through assigned projects students will explore marketing, research, advertising concepts, resources, budgets, and timelines. Activities related to assigned projects may include tours, demonstrations, handouts, speakers, and independent research. Both traditional and electronic methods are explored. Techniques for successful project management, how to optimize your time and resources, and billable hours will be explored. Prerequisites: 10-201-121 and 10-201-128.

10-201-162 Portfolio Preparation 2 credits
Students work to prepare a portfolio of their work for prospective employers. Students are supervised and assisted in choice and number of samples, and portfolio layout. Lectures are given on job interviewing and job markets. Departmental approval of a finished portfolio is required for graduation. Prerequisite: Students must be in final semester of Graphic Design Program.

10-201-177 Web Page Design 1 3 credits
During this course, students create several websites, increasing in complexity. Exploration and analysis of existing sites on the web will also be a focus, and source for information. This course uses HTML and focuses on basics, typography, graphics, page-layout and introduces how to create and incorporate animation, as well as survey automated webpage layout software. Prerequisite: 10-201-181.

10-201-181 Introduction to Computer Graphics 3 credits
Introductory course in electronic design, illustration, photo retouch, and publishing using the Macintosh computer and peripherals. Software applications introduced include raster programs (e.g. Adobe Photoshop), vector programs (e.g. Adobe Illustrator) and page-layout programs (e.g. QuarkXPress).

10-201-182 Applied Computer Graphics 3 credits
The students enhance their knowledge and skill in the use of design, illustration and page layout software through the creation of a variety of design projects. Emphasis on original, strong images and type integration, as well as preparing files for press. Prerequisites: 10-201-136 and 10-201-181.

10-201-184 Electronic Page Layout 2 credits
Emphasizes design and preparation of multiple-page publications incorporating text and graphic images using sophisticated page layout software (e.g., QuarkXPress, InDesign) on the Macintosh computer. Output includes high-resolution imaging. Prerequisites: 10-201-151 and 10-201-181.

10-203-130 Intro to Digital Photography 2 credits
Provides an introduction to the photographic process through the use of digital cameras to produce images for presentations, the World Wide Web, and electronic publication. Covers basic principles of effective composition, light, exposure and control of motion and focus. Basics of portraiture and product photography are studied in a studio environment. Participants provide their own digital camera. Prerequisite: 10-201-181.

Recommended Elective

10-201-180 Graphic Design Internship 1 credit

Career Potential:

- Art Direction/Editing
- Computer Animation
- Computer Graphics
- Graphic Design and Layout
- Illustration
- Package Design
- Promotion
- Publication Design
- Production Print

More detailed and updated information on this program may be available at: matcmadison.edu. The college reserves the right to make changes in the regulations and courses announced in this publication without notice.

Madison Area Technical College provides equal opportunity in education and employment.

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