

Graphic Design & Illustration

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

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, in a variety of media both traditional and digital. Students are encouraged to develop problem-solving techniques in both technical and conceptual areas. Prerequisites: 10-201-112, 10-201-136, 10-203-130, 10-201-152 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, 10-201-103, 10-201-136, and 10-201-181.

Curriculum

The courses listed below outline the requirements for graduation for students entering this program in the 2011-2012 academic year. Requirements for graduation may vary depending on the semester in which a student is admitted to their program. Current/continuing students should consult their degree progress report available through their student center (myMadisonCollege) account for specific graduation requirements. Program requirements are subject to change.

FIRST YEAR		Hrs/week	
First Semester		Credits	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		Hrs/week	
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		Hrs/week	
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 OR.....	3	3-0
20-815-200	Intro to Art History OR.....	(3)	(3-0)
20-815-210	Art History: Modern Era OR.....	(3)	(3-0)
20-815-211	Art Survey: Women in Art.....	(3)	(3-0)
Semester Total		18	

Second Semester		Hrs/week	
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
Develop design concepts as they relate to the professional design field. Assignments include the development of logos, corporate identity, symbols, icons, and page designs.
Prerequisites: 10-201-112, 10-201-151, 10-201-136 and 10-201-182.

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: 10-201-112, 10-201-151, 10-201-136 and 10-201-182.

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 Adobe InDesign, Illustrator and Photoshop. Prerequisites: 10-201-102, 10-201-103, 10-201-136 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, 10-201-103, 10-201-136 and 10-201-181.

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, 10-201-177 and 10-203-130.

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, 10-201-128 and 10-201-177 and 10-203-130.

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. Faculty approval of a finished portfolio and internet presence is required for graduation. Prerequisite: 10-201-121, 10-201-128, 10-201-106, and 10-201-177: Students must be in their final semester of Graphic Design Program.

10-201-177 Web Page Design 1 3 credits
Students will create several web pages, increasing in complexity. This course teaches best practices for coding html and css, typography, graphics, animation, usability and accessibility. Students will be introduced to uploading files, server space and browser compatibility. Web page layout software is introduced. Exploration and analysis of existing sites on the web will also be a focus, and source for information. Prerequisite: 10-201-181.

10-201-181 Introduction to Computer Graphics 3 credits
Introductory course in electronic design, illustration, and photo retouch, 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. Adobe InDesign).

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 and illustration projects. Emphasis on original, strong images and type integration, as well as preparing files for press. Prerequisites: 10-201-102, 10-201-103, 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. Includes output of high-resolution printed pieces, and creation of interactive documents appropriate for viewing online. Prerequisites: 10-201-121, 10-201-128 and 10-201-177.

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 Electives

10-201-117	Illustrative Figure Drawing	3 credits
10-201-195	Advanced Web Page Design 1	2 credits
10-201-196	Advanced Web Page Design 2	2 credits
10-201-198	Applied Interactive Marketing Trends	2 credits
10-201-178	Web Animation and Illustration	2 credits
10-206-190	Advanced Web Animation	2 credits
10-206-129	Motion Graphics	3 credits
20-815-200	Intro to Art History*	3 credits
20-815-210	Art History: Modern Era*	3 credits
20-815-211	Art Survey: Women in Art*	3 credits

* May be substituted for Technical Reporting (10-801-197)

Career Potential:

- Art Direction/Editing
- Web Page Design
- Graphic Design
- Illustration
- Package Design
- Product Design
- Advertising
- Publication Design
- Print Production
- Information Design

More detailed and updated information on this program may be available at: madisoncollege.org. 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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