

GRAPHIC DESIGN

Overview

Graphic Design Associate of Applied Science Degree

Program Code: 10-201-1

For more information: [wctc.edu/graphic-design](http://www.wctc.edu/graphic-design/) (<http://www.wctc.edu/graphic-design/>)

Graphic designers create appealing, informative and on-message visual communications requested by clients. In this program, design materials for business, industry and non-profit areas. Refine creative processes in layout, illustration and photography for print, web and social media campaigns, and advance your knowledge of desktop publishing software InDesign, Photoshop and Illustrator.

The minimum required course grades and program grade point average (GPA) for students under this catalog are:

Core Courses = C

General Studies Courses = C-

Program GPA = 2.0

Related Certificates that can be earned along the way.

Digital Production/DTP Technical Certificate (<https://catalog.wctc.edu/programs/digital-production-dtp/>)

Web Design Technical Certificate (<https://catalog.wctc.edu/programs/web-design/>)

Digital Photography Technical Certificate (<https://catalog.wctc.edu/programs/digital-photography/>)

Learning Outcomes

Program Outcomes

1. Apply the principles of design to develop strategic marketing and communication products and services.
2. Demonstrate proficiency in the use of design software, tools and technology.
3. Implement creative solutions from concept through completion using a formal process.
4. Apply effective legal and ethical business practices and project management skills.
5. Communicate artwork rationale in formal and informal settings.

Critical Life Skills

To help our students prepare for success in a workplace and society that is **increasingly global, multi-cultural, and collaborative**, all students are given opportunities to develop and demonstrate Critical Life Skills, both in and out of the classroom. The following Critical Life Skills are learning outcomes for WCTC students.

- **Communication:** Demonstrate appropriate communication.
- **Critical Thinking/Problem Solving:** Demonstrate critical thinking skills to analyze situations and solve problems.
- **Relationships:** Demonstrate effective interpersonal skills.
- **Self-management:** Demonstrate responsible and respectful behavior.

Required Courses

Listed below are the required courses for the program. To view the recommended sequence for taking courses click on the plan of study tab(s) above. Work with your Academic Advisor to design a program plan!

View your **Program Matrix** to find out when each course will be offered (term and time of day).

Code	Title	Credits
Core Courses		
201-110	Webpage Design I	3
201-112	Graphic Design I	3
201-118	Design Drawing & Color Theory	3
201-122	Graphic Design II	3
201-124	Animation/Motion Graphics	3
201-125	Introduction to WordPress	2
201-134	Typography	3
201-138	Internship-Graphic Design	1
201-141	Professional Studies	2
201-148	Graphic Design Portfolio	2
201-156	Advanced Digital Design I	2
201-157	Advanced Digital Design II	2
204-110	Print Media/Digital Pub I	3
204-113	Page Layout/InDesign	3
204-121	Digital Illustration	3
204-131	Image Editing/Photoshop	3
204-132	Integrated Digital Production	3
890-108	Employment Success	1
General Studies		
801-136	English Composition 1	3
Approved Substitute: 801-223		
801-196	Oral/Interpersonal Comm	3
Approved Substitute: 801-198		
804-123	Math w Business Apps	3
Approved Substitutes: 804-133 OR 804-107 OR 804-115 OR 804-116 OR 804-118 OR 804-195 OR 804-198 OR 804-211		
809-195	Economics	3
Approved Substitutes: 809-143 OR 809-287		
809-199	Psychology of Human Relations	3
Approved Substitute: 809-198		
Total Credits		60

Full-time Plan

First Year		
Fall Term 1		Credits
201-118	Design Drawing & Color Theory	3
204-121	Digital Illustration	3
804-123	Math w Business Apps	3
Credits		9
Fall Term 2		
204-113	Page Layout/InDesign	3
204-131	Image Editing/Photoshop	3

801-136	English Composition 1	3
Credits		9
Spring Term 1		
201-112	Graphic Design I	3
204-110	Print Media/Digital Pub I	3
890-108	Employment Success	1
Credits		7
Spring Term 2		
201-110	Webpage Design I	3
201-122	Graphic Design II	3
801-196	Oral/Interpersonal Comm	3
Credits		9
Second Year		
Summer Term		
201-138	Internship-Graphic Design	1
Credits		1
Fall Term 1		
201-134	Typography	3
204-132	Integrated Digital Production	3
809-199	Psychology of Human Relations	3
Credits		9
Fall Term 2		
201-124	Animation/Motion Graphics	3
201-125	Introduction to WordPress	2
809-195	Economics	3
Credits		8
Spring Term 1		
201-141	Professional Studies <small>This course will run 16 weeks.</small>	2
201-148	Graphic Design Portfolio <small>This course will run 16 weeks.</small>	2
201-156	Advanced Digital Design I	2
Credits		6
Spring Term 2		
201-157	Advanced Digital Design II	2
Credits		2
Total Credits		60

Part-time Plan

First Year		
Fall Term 1		Credits
204-121	Digital Illustration	3
804-123	Math w Business Apps	3
Credits		6
Fall Term 2		
204-113	Page Layout/InDesign	3
204-131	Image Editing/Photoshop	3
Credits		6
Spring Term 1		
204-110	Print Media/Digital Pub I	3
801-136	English Composition 1	3
Credits		6

Spring Term 2		
201-110	Webpage Design I	3
Credits		3
Second Year		
Fall Term 1		
201-118	Design Drawing & Color Theory	3
801-196	Oral/Interpersonal Comm	3
Credits		6
Fall Term 2		
201-124	Animation/Motion Graphics	3
Credits		3
Spring Term 1		
201-112	Graphic Design I	3
890-108	Employment Success	1
Credits		4
Spring Term 2		
201-122	Graphic Design II	3
809-199	Psychology of Human Relations	3
Credits		6
Third Year		
Summer Term		
201-138	Internship-Graphic Design	1
Credits		1
Fall Term 1		
201-134	Typography	3
204-132	Integrated Digital Production	3
Credits		6
Fall Term 2		
201-125	Introduction to WordPress	2
809-195	Economics	3
Credits		5
Spring Term 1		
201-141	Professional Studies <small>This course will run 16 weeks.</small>	2
201-148	Graphic Design Portfolio <small>This course will run 16 weeks.</small>	2
201-156	Advanced Digital Design I	2
Credits		6
Spring Term 2		
201-157	Advanced Digital Design II	2
Credits		2
Total Credits		60