GRAPHIC DESIGN
DIPLOMA – 60 CREDITS

About this program

Graphic Design focuses on the integration of digital technology and graphic design to create communication materials for print, multimedia and online production. Students develop creatively and technically as they learn skills in the principles of design and related software as well as production methods and specifications for a variety of industry products. Students are trained to be task-oriented by learning to meet deadlines, solve problems and work efficiently, along with learning industry expectations and best practices. They also are trained in the methods of compiling and presenting a personal portfolio of their work in both print and online forms to assist in the job search for entry-level employment.

Program outcomes

1. Demonstrate the ability to produce visual concepts using drawing and computer methods.
2. Interpret, speak, write and edit the language of advertising, graphic design, digital graphic technology and print production.
3. Demonstrate entry-level industry proficiency utilizing multiple methods for producing graphic output.
4. Apply theories of design, color and typography.
5. Demonstrate professionalism, i.e., participation in classroom activities, personal accountability and meeting deadlines.
6. Demonstrate understanding of print and web production.

Curriculum overview

Crds	Requirement type
57	Required courses
3	Restricted electives in courses
60	**Total**

Developmental courses note: A student may be required to enroll in developmental courses in reading, writing and math. A student's scores on the Accuplacer assessment will determine enrollment in developmental courses. The purpose of developmental courses is to prepare students for the demands of a college-level curriculum. *Credits may vary.*

Accreditation: Minnesota State Community and Technical College is accredited by the Higher Learning Commission, a regional accreditation agency recognized by the U.S. Department of Education. The Higher Learning Commission 230 South LaSalle Street, Suite 7-500 Chicago, IL 60604-1411 http://www.ncahigherlearningcommission.org Phone: 312.263.0456 / 800.621.7440

Curriculum requirement details

Required courses

Course	Crds
ENGL1101 - College Writing	3
GDTC1100 - Macintosh Production Processes	3
GDTC1105 - Adobe Photoshop I	3
GDTC1113 - Design and Layout I	3
GDTC1115 - Design and Layout II	3
GDTC1120 - Adobe InDesign I	3
GDTC1124 - Interactive Design I	3
GDTC1127 - Digital Photo / Video	3
GDTC1135 - Adobe Illustrator I	3
GDTC1151 - Process Printing Theory	3
GDTC2120 - Adobe InDesign II	3
GDTC2205 - Adobe Photoshop II	3
GDTC2212 - Design and Layout III	3
GDTC2224 - Interactive Design II	3
GDTC2231 - Design Portfolio	3
GDTC2245 - Adobe Illustrator II	3
GDTC2249 - Dimensional Design	3
GDTC2250 - Design Campaigns	3
GDTC2258 - Graphic Design Professional Practices	3

Other requirements or restricted electives

3 credits from one or more of these Courses:

Course title	Credits
COMM1120 - Introduction to Public Speaking	3
COMM1140 - Interpersonal Communication	3

Course summaries

ENGL1101 - College Writing .... *(3 credits)*
Meets MnTC Goal Area 1. This is an introductory writing course designed to prepare students for later college and career writing. The course focuses on developing fluency through a process approach, with particular emphasis on revision. Students will consider purpose and audience, read and discuss writing and further develop their own writing processes through successive revisions to produce polished drafts. Coursework will include an introduction to argumentative writing, writing from academic sources and a short research project.

Prerequisites:

- Completion of ELL1085, ENGL0096, or ENGL0097 with a grade of C or higher OR placement into college-level English.

GDTC1100 - Macintosh Production Processes .... *(3 credits)*
This course covers general processes, workflow methods and utilization of the Macintosh Operating System features in a graphic design or production environment.

Corequisites:

- None

GDTC1105 - Adobe Photoshop I .... *(3 credits)*
This course covers the fundamental functions of Adobe Photoshop to manipulate and combine digital images.

GDTC1113 - Design and Layout I .... *(3 credits)*
As the first of three layout and design courses in a series, this foundational course introduces students to the basic elements and principles of design. Students will produce a variety of design projects that will familiarize them with the creative process, basic design theories, branding philosophies and production techniques. Most projects will be created using Adobe Creative Suite applications.

Corequisites:

- GDTC1120

GDTC1115 - Design and Layout II .... *(3 credits)*
As the second of three layout courses in a series, students will expand upon their basic design knowledge by learning advanced methods of style, typography, layout grids, identity development and branding. Increasingly complex projects will require students to employ more sophisticated methods of research, concept development, design strategy and assessment. Students will create a variety of projects in Adobe software.

Prerequisites:

- GDTC1113

GDTC1120 - Adobe InDesign I .... *(3 credits)*
In this course, students will be introduced to basic through intermediate functions of Adobe InDesign. Developing proficiency in software vocabulary, applied techniques and overall efficiency will be emphasized throughout the course. Students will create a variety of industry-related graphic design projects that effectively incorporate type and imagery in single- and multiple-page InDesign documents. These projects will involve simple to complex tasks that will reinforce students' basic design knowledge and skills.

Corequisites:

- GDTC1113

GDTC1124 - Interactive Design I .... *(3 credits)*
This course focuses on design principles and technical specifications for interface design using digital imaging software, hypertext markup language and cascading style sheets to create and edit interactive and multimedia projects.

GDTC1127 - Digital Photo / Video .... *(3 credits)*
Students will develop basic photographic and video production skills and knowledge in this course, using a digital camera for a variety of assignments.

GDTC1135 - Adobe Illustrator I .... *(3 credits)*
The Adobe Illustrator I course covers fundamental functions of Adobe Illustrator to create basic illustrations and layouts.

GDTC1151 - Process Printing Theory .... *(3 credits)*
In this course, students will gain an understanding of the foundational theory of the printing process and be introduced to printing terminology.

GDTC2120 - Adobe InDesign II .... *(3 credits)*
This course builds upon the skills and knowledge acquired in the Adobe InDesign I course. More advanced tools and techniques will be taught, and students will again be designing a variety of industry-related graphic design projects to demonstrate their skills and design knowledge. Assignments will include both print and interactive projects, and students will be taught how to independently construct and output these projects to industry standards.

Prerequisites:

- GDTC1120

GDTC2205 - Adobe Photoshop II .... *(3 credits)*
This course covers digital image creation, manipulation and preparation for output using a variety of advanced functionalities of Adobe PhotoShop.

Prerequisites:

- GDTC1105

GDTC2212 - Design and Layout III .... *(3 credits)*
As the third of three layout courses in a series, this course focuses on brand and identity development. Each student develops his or her own fictitious company that will include a visual identity and supporting brand materials. Additional applications of these concepts are explored in the form of self-promotional projects. Special emphasis is placed on research, marketing techniques, rationale and presentation.

Prerequisites:

- GDTC1113
- GDTC1115

GDTC2224 - Interactive Design II .... *(3 credits)*
This course focuses on the understanding and use of content management systems, database software and principles of user interface and user experience design to create and edit responsive interactive design projects for web and mobile purposes.

Prerequisites:

- GDTC1124

GDTC2231 - Design Portfolio .... *(3 credits)*
This course focuses on planning, creating and assembling an industry-ready graphic design portfolio. Students will each develop a plan to work toward their individual portfolio goals. Branding oneself for the job search process will be covered, and students will be assigned self-promotional projects for this purpose. Multiple assignments will provide the opportunity for students to practice presenting their portfolios to large and small groups.

Prerequisites:

- GDTC2120
- GDTC2205
- GDTC2212

GDTC2245 - Adobe Illustrator II .... *(3 credits)*
This course covers the use of Adobe Illustrator to create and manipulate electronic illustrations, logos and artwork.

Prerequisites:

- GDTC1135

GDTC2249 - Dimensional Design .... *(3 credits)*
Students will develop an understanding of design scaling techniques and design dielines in this course, applying that knowledge as they create a variety of two- and three-dimensional design solutions focused on large-scale products such as signage, packaging, product merchandising and display graphics.

Prerequisites:

- GDTC1115

GDTC2250 - Design Campaigns .... *(3 credits)*
In this course, students will apply branding, advertising and graphic design principles to build integrated campaigns. These campaigns will require students to employ a variety of media, such as print, digital, social media, wearable, out-of-home and some non-traditional applications. Students will learn preparatory research and basic marketing planning to lay the groundwork for their projects.

Prerequisites:

- GDTC1124
- GDTC2212

GDTC2258 - Graphic Design Professional Practices .... *(3 credits)*
This course addresses the professional practice of graphic design technology and covers interviewing skills, presentation techniques, freelance business operation, proposals and management, resume and cover letter writing, job research/job offer and portfolio preparation.

Prerequisites:

- GDTC2212

COMM1120 - Introduction to Public Speaking .... *(3 credits)*
Meets MnTC Goal Area 1. This course clarifies the process of oral communication, clarifies the basic principles of public speaking and allows the student to increase the application of these principles while both speaking and listening.

COMM1140 - Interpersonal Communication .... *(3 credits)*
Meets MnTC Goal Area 1. This course will focus on improving students' abilities to communicate effectively in one-to-one dyadic encounters by providing experience-based instruction. Extensive in-class and out-of-class analyses allow the student to examine his/her own and others' informal social interactions. The long-term goal is for the student to apply interpersonal communication theories to daily interactions and draw his/her own conclusions about the effectiveness of interpersonal communication.

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Program Plan — "Diploma"
Locations: Moorhead

1st Fall Term (15 credits)

Courses

Course	Crds
GDTC1100 - Macintosh Production Processes	3
GDTC1105 - Adobe Photoshop I	3
GDTC1113 - Design and Layout I	3
GDTC1120 - Adobe InDesign I	3
GDTC1135 - Adobe Illustrator I	3

1st Spring Term (15 credits)

Courses

Course	Crds
GDTC1115 - Design and Layout II	3
GDTC1124 - Interactive Design I	3
GDTC2120 - Adobe InDesign II	3
GDTC2205 - Adobe Photoshop II	3
GDTC2245 - Adobe Illustrator II	3

2nd Fall Term (15 credits)

Courses

Course	Crds
ENGL1101 - College Writing	3
GDTC1127 - Digital Photo / Video	3
GDTC1151 - Process Printing Theory	3
GDTC2212 - Design and Layout III	3
GDTC2249 - Dimensional Design	3

2nd Spring Term (15 credits)

Courses

Course	Crds
GDTC2224 - Interactive Design II	3
GDTC2231 - Design Portfolio	3
GDTC2250 - Design Campaigns	3
GDTC2258 - Graphic Design Professional Practices	3

3 credits in one or more of the following:

COMM1120 - Introduction to Public Speaking 3
COMM1140 - Interpersonal Communication 3