

GRAPHIC DESIGN

CERTIFICATE - 30 CREDITS

About this program

Graphic design is a highly competitive and rewarding career for those with a talent and/or interest in graphic communication. The Graphic Design certificate program focuses on the integration of technology with graphic design to train students to create communication materials such as branding, brochures, web interface design, magazine layout and other forms of visual communication. The 30-credit certificate is targeted specifically at advanced students, students possessing an advanced degree or students who have professional experience in a creative field. It is a two-semester fast-track curriculum with the intent of building on students' existing skill sets and experience or accommodating the advanced students' accelerated goals for 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. Demonstrate understanding of offset print production.
5. Apply theories of design, color and typography.
6. Demonstrate professionalism through participation in classroom activities, personal accountability and meeting deadlines.

Curriculum overview

Crds	Requirement type
30	Required courses
30	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. More information can be found at www.minnesota.edu/accreditation.

Curriculum requirement details

Required courses

Other requirements or restricted electives

Course	Crds
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
GDTC1135 - Adobe Illustrator I	3
GDTC2120 - Adobe InDesign II	3
GDTC2205 - Adobe Photoshop II	3
GDTC2245 - Adobe Illustrator II	3

Course summaries

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.

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

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

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



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Program Plan — "Certificate"
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