

GRAPHIC AND DIGITAL DESIGN CERTIFICATE - 30 CREDITS

About this program

The Graphic and Digital Design Certificate is a 30-credit accelerated program designed for advanced students, individuals who already hold a college degree, or professionals with prior experience in creative or related fields. Delivered in a two-semester fast-track format, the program builds on students' existing knowledge and skills to develop advanced competencies in contemporary graphic and digital design. Through intensive, project-based coursework, students strengthen their abilities in visual communication, design workflow, digital production, and the use of industry-standard design software. The curriculum emphasizes creative problem solving, efficient production practices, and real-world design applications aligned with current industry standards. The program prepares students for rapid entry or advancement in creative fields such as graphic design, digital media and visual communications.

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. 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

Other requirements or restricted electives

Course	Crds
ART2115 - Introduction to Digital Photography	3
DMKT2200 - Introduction to Digital Marketing	3
GDTC1103 - Print and Production I	3
GDTC1110 - Introduction to Design and Layout	3
GDTC1111 - Foundations of Adobe Applications	3
GDTC1127 - Digital Photo / Video	3
GDTC2120 - Adobe InDesign II	3
GDTC2205 - Adobe Photoshop II	3
GDTC2245 - Adobe Illustrator II	3
GDTC2252 - Graphic Design Emerging Technologies	3

Course summaries

ART2115 - Introduction to Digital Photography (3 credits)

Meets MnTC Goal Areas 2 and 6F. This course introduces students to digital photographic equipment, materials, programs, processes and philosophies while examining photography and its role in historic and contemporary cultures, with a focus on artistic content. Digital photographic and presentation processes are explored, and artistic rationale and execution are examined. Students will acquire, identify and demonstrate the use of terminology, technical abilities, basic visual elements and principles of design common to digital photographic artwork.

DMKT2200 - Introduction to Digital Marketing (3 credits)

This course provides a broad overview of the digital marketing techniques needed for successful marketing campaigns in a digital economy. Students will gain a fundamental understanding of the digital marketing core principles needed for the 21st century consumer. Topics will include webpage design, analytics, search engine optimization (SEO), pay-per-click, email marketing, social media marketing and mobile marketing. This class prepares students for more advanced digital marketing courses.

GDTC1103 - Print and Production I (3 credits)

This course introduces students to the foundational theory and practical processes of print and production in graphic design. Students learn industry terminology and gain an understanding of workflow methods and the characteristics of various production techniques.

GDTC1110 - Introduction to Design and Layout (3 credits)

In this course, students are introduced to the elements and principles of design, basic to intermediate layout techniques, industry terminology and industry best practices. Students produce a variety of design solutions to become familiar with the creative process, design theory, brand strategy and assessment of their work. Projects are produced using Adobe Creative Cloud software.

GDTC1111 - Foundations of Adobe Applications (3 credits)

This introductory course provides a hands-on overview of Adobe Photoshop, Illustrator and InDesign, industry-standard software applications used in professional graphic design and digital publishing. Students learn the fundamental skills and creative techniques necessary to produce visually compelling designs for both print and digital media. Through guided projects and exercises, students explore raster and vector image creation, photo correction and compositing, typography, layout design and file preparation for production. Emphasis is placed on developing an understanding of the elements and principles of design as well as workflow integration between Adobe applications.

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.

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

GDTC2252 - Graphic Design Emerging Technologies (3 credits)

This course examines current and evolving technologies influencing contemporary graphic design practice. Students explore emerging trends in printing processes, artificial intelligence (AI), production workflows, digital fabrication and design software/hardware. Emphasis is placed on evaluating how technological shifts impact visual communication, industry standards and project workflows.

Prerequisites:

- GDTC2250

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Program Plan — "Certificate"
Locations: Moorhead

1st Fall Term (15 credits)

Courses

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ART2115 - Introduction to Digital Photography	3
DMKT2200 - Introduction to Digital Marketing	3
GDTC1103 - Print and Production I	3
GDTC1110 - Introduction to Design and Layout	3
GDTC1111 - Foundations of Adobe Applications	3

1st Spring Term (15 credits)

Courses

Course	Crds
GDTC1127 - Digital Photo / Video	3
GDTC2120 - Adobe InDesign II	3
GDTC2205 - Adobe Photoshop II	3
GDTC2245 - Adobe Illustrator II	3
GDTC2252 - Graphic Design Emerging Technologies	3