NORTHEAST
WI Technical College

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Academic Year: 2020-2021

Design and Graphic Technology Associate Degree

Program Code 101117

Creative design professionals combine artistic abilities with technical knowledge to create designs used in print and electronic media. During your studies, you will create, maintain and present a professional portfolio showcasing your finest work. As a graduate of the Design and Graphic Technology program, you are positioned for a variety of careers including graphic designer, advertising specialist, digital print technician, publication designer, public relations professional, pre-press technician and web graphic designer.

Average Starting Salary
$36,397.00
FT Median Annual Wage

83%
Graduate Employment
With 67% Employed in Field

Locations

Offered at the Green Bay campus.
For information: (920) 498-5444.
Toll-free: (888) 385-6982.

This program is fully eligible for financial aid.

Follow Your Path

Some credits from the following technical diploma(s) apply toward this associate degree:
. Print Technology, 312041
Some credits from the following certificate(s) apply toward this associate degree:
. Social Media Design, 901115

pathWAYS

Requirements for Program Entry

• Completed application.

• High school transcript or equivalent. For a list of equivalents, go to www.nwtc.edu/gettingstarted.

• Ability to use computer keyboard.

• To be admitted to this program, learners must achieve a prior cumulative high school or college grade point average of 2.6 or higher OR a satisfactory academic skills assessment score. College grade point average must be based on 15 credits or more. To learn more about starting this program, please contact an academic advisor at (920) 498-5444 or (888) 385-6982.

CURRICULUM

Students following the study plan below will complete the Design and Graphic Technology associate degree in the number of semesters shown.

FIRST SEMESTER
10-111-161	Illustrator Fundamentals	3
10-809-166	Intro to Ethics: Theory & App	3
10-801-136	English Composition 1	3
10-890-101	College 101	1
10-111-101	Photoshop Fundamentals	3
10-111-112	Graphic Design Fundamentals	3
10-105-101	Career Planning	1
SEMESTER TOTAL		**17**

SECOND SEMESTER
10-111-125	Layout & Composition 1	3
10-111-110	Photoshop Advanced	3
10-801-196	Oral/Interpersonal Comm	3
10-111-126	Graphic Design Development	3
10-203-104	Photography-Digital	3
10-809-198	Intro to Psychology	3
10-105-103	Career Preparation	1
SEMESTER TOTAL		**19**

THIRD SEMESTER
10-804-134	Mathematical Reasoning	3
10-111-165	Typography	3
10-204-110	Principles of Digital Printing	3
10-111-131	Graphic Design Project Mgmt	3
10-111-143	Layout & Composition 2	3
SEMESTER TOTAL		**15**

FOURTH SEMESTER
10-204-126	Digital Print Applications	3
10-809-172	Intro to Diversity Studies	3
10-111-199	Des/Graphic Career Experience	2
10-111-130	Online Media Design	3
10-111-144	Graphic Design Application	3
SEMESTER TOTAL		**14**

TOTAL CREDITS	**65**

Curriculum Note
. The credit for 10-890-101, College 101 is an Institutional Requirement for graduation. Consequently, it is not part of the program requirements, but must be passed with a C or better.
. It is recommended that learners take the Design and Graphic Technology Career Experience course (10-111-199) in their last semester.

Course Descriptions

10-111-161 ILLUSTRATOR FUNDAMENTALS ...develop basic knowledge and skills using Adobe Illustrator, apply vector graphic strategies into graphic design medias and integration into other software packages. Course content covers creating basic shapes, drawing, transforming elements, working with type, blending, layers and special effects.

10-809-166 INTRO TO ETHICS: THEORY & APP ...basic understanding of theoretical foundations of ethical thought; analyze/compare relevant issues using diverse ethical perspectives; critically evaluate individual, social/professional standards of behavior--applying a systematic decision-making process. (Prerequisite: Next Gen Rdg score greater/equal to 250 AND Writing score greater/equal to 237; OR ACT Rdg score greater/equal to 16 AND English greater/equal to 15; OR 10-831-107, College Reading and Writing with a B or better)

10-801-136 ENGLISH COMPOSITION 1 ...learners develop knowledge/skills in planning, organizing, writing, editing. Students will also analyze audience/purpose, use elements of research, format documents using standard guidelines, and develop critical reading skills. (Prerequisite: High school GPA greater/equal to 2.6; OR ACT Reading score greater/equal to 16 AND English greater/equal to 18; OR Next Gen Reading score greater/equal to 250 AND Writing score greater/equal to 260; OR "preparatory course(s)", contact academic advisor at 920-498-5444)

10-890-101 COLLEGE 101 ...Students will utilize digital tools and resources to assess, explore, practice, apply, and evaluate both employability and learning skills. By establishing NWTC cultural values as hallmarks of success in academic, career, and personal settings the course encourages reflective, personalized development of a growth mindset and emphasizes the importance of making wise choices. To maximize the return on investment, students should take this course in their first semester as it identifies key expectations (hidden rules) of higher learning and professional employment.

10-111-101 PHOTOSHOP FUNDAMENTALS ...perform raster Image Editing. Course content covers functions of Adobe Photoshop. Create image selections, extractions and composite files using Adobe software, and apply common photo adjustments using fundamental design solutions, creating composite images.

10-111-112 GRAPHIC DESIGN FUNDAMENTALS ...explore and discover graphic design careers. Course content covers history of graphic design, concept strategies, presentation and critique processes. Begin applying design principles, design solutions, and design requirements. (Corequisite: 10-111-161, Illustrator Fundamentals)

10-105-101 CAREER PLANNING ...experiential learning introduction. Learn how personal branding allows candidates to differentiate themselves from the competition through appearance, personality, and marketing competency. Career portfolio introduced. (Corequisite: 10-890-101, College 101)

10-111-125 LAYOUT & COMPOSITION 1 ...develop skills in digital composition and layout using industry software. Course content covers appropriate software selection, graphic and text content management, color specifications, file preparation, and software solutions to graphic communication problems.

10-111-110 PHOTOSHOP ADVANCED ...perform raster Image Editing. Course content covers advanced functions of Adobe Photoshop, advanced editing techniques and short cut keys. Create image effects and composite files using Adobe CC software, and manage project components for complex Photoshop files. (Prerequisite: 10-111-101, Photoshop Fundamentals)

10-801-196 ORAL/INTERPERSONAL COMMUNICATION ...the communication process, perception and self-concept, language, listening, nonverbal communication, interpersonal relationships, communication in groups and public communication; prepare and deliver an oral presentation. (Prerequisite: Next Gen Rdg score greater/equal to 250 AND Writing score greater/equal to 237; OR ACT Rdg score greater/equal to 16 AND English score greater/equal to 16; OR preparatory course-contact an academic advisor at 920-498-5444)

10-111-126 GRAPHIC DESIGN DEVELOPMENT ...develop graphic design standards. Course content covers graphic design composition including image content, color strategies, typography usage, proofing and ethical standards. Begin active participation in portfolio assessment critique process. (Prerequisite: 10-111-112, Graphic Design Fundamentals)

10-203-104 PHOTOGRAPHY-DIGITAL ...capturing digital images, exposure, shutter speed, aperture, composition, camera operations, lenses, lighting, camera accessories, types of photography, photo challenges, and importing images. Access to a digital camera required.

10-809-198 INTRODUCTION TO PSYCHOLOGY ...survey of theoretical foundations of human behavior such as sensation and perception, motivation, emotions, learning, personality, psychological disorders, therapy, stress, and human diversity in personal, social and vocational settings. (Prerequisite: Cumulative GPA of 2.6 or greater OR satisfactory reading and writing assessment scores OR 10-831-107, College Reading and Writing 1 with "B" or better OR Corequisite: 10-831-102, English Comp Prep)

10-105-103 CAREER PREPARATION ...create professional resume and cover letter, prepare for interviews, understand interviewing techniques, participate in a mock interview, evaluate outcomes of interview, and prepare for Career Experience. (Prerequisites: 10-105-101, Career Planning; 10-801-136, English Composition 1)

10-804-134 MATHEMATICAL REASONING ...This course provides an alternative pathway to earning credit for a college level liberal arts mathematics course. All college students, regardless of their college major, need to be able to make reasonable decisions about fiscal, environmental, and health issues that require quantitative reasoning skills. An activity based approach is used to explore numerical relationships, graphs, proportional relationships, algebraic reasoning, and problem solving using linear, exponential and other mathematical models. Students will develop conceptual and procedural tools that support the use of key mathematical concepts in a variety of contexts. This course is not designed for Science, Technology, Engineering, or Math (STEM) students and/or others who require calculus. (Prerequisite: Next Gen Arith score greater/equal to 250 AND Rdg score greater/equal

to 250; OR TABE A 9/10 Math greater/equal to 12.7 AND Rdg greater/equal to 8.8; OR TABE 11/12 Math greater/equal to 780 AND Rdg greater/equal to 567; OR ACT Math score greater/equal to 15 AND ACT Reading score greater/equal to 15; OR prep courses-contact an academic advisor 920-498-5444)

10-111-165 TYPOGRAPHY ...explore history and application of type in graphic design, develop an understanding of type in relation to hierarchy and use type as an image or expression through designs. Course content covers letterforms, spacing, spatial mechanics, color strategies, form and function. (Corequisite: 10-111-143, Layout & Composition 2)

10-204-110 PRINCIPLES OF DIGITAL PRINTING ...develop skills and knowledge associated with the printing industry, work hands-on with digital printing equipment to output projects. Course content covers identifying different print methods, typical print workflow, transitioning designs to printed media as well as begin to develop production-planning criteria. (Prerequisite: 10-111-161, Illustrator Fundamentals)

10-111-131 GRAPHIC DESIGN PROJECT MANAGEMENT ...perform graphic design project management. Course content covers portfolio construction, live client presentation skills, results-driven design solutions, identify resources required for graphic design production and team responsibilities. (Prerequisite: 10-111-126, Graphic Design Development)

10-111-143 LAYOUT & COMPOSITION 2 ...perform advanced digital composition techniques in various layouts. Course content covers dieline creation, software application integration, complex graphic design compositions, customized design file structure, and complex graphic file solutions. (Prerequisite: 10-111-125, Layout & Composition 1)

10-204-126 DIGITAL PRINT APPLICATIONS ...develop knowledge of the digital printing process, apply skills to full production level projects and challenges. Course content covers color management, automated workflows, cost estimating, troubleshooting and production scheduling. (Prerequisite: 10-204-110, Principles of Digital Printing)

10-809-172 INTRO TO DIVERSITY STUDIES...basic American values of justice and equality by teaching vocabulary, history of immigration/conquest, transcultural communication, legal liability, multicultural majority/minority relations, ageism, sexism, gender, sexual orientation, the disabled/ADA. (Prerequisite: Next Gen Rdg score greater/equal to 250 AND Writing score greater/equal to 237; OR ACT Rdg score greater/equal to 16 AND English greater/equal to 15; OR 10-831-107, College Reading and Writing with a B or better)

10-111-199 DESIGN AND GRAPHIC CAREER EXPERIENCE ...students can select any hands on experience related to: Internship, Field Research, Service Learning, Capstone, Industry Related or International Experience. Instructor approval required. (Prerequisites: 10-105-103, Career Preparation; 10-111-126, Graphic Design Development)

10-111-130 ONLINE MEDIA DESIGN ...study presentation design and develop graphics for presentation and online use. Course content covers styling web pages and sites for presentation, emphasizing delivery using integrated media technique for various devices using Adobe Muse. (Prerequisite: 10-111-101, Photoshop Fundamentals)

10-111-144 GRAPHIC DESIGN APPLICATION ...apply complete graphic design strategies. Course content covers responsibilities, management, and client interaction. Professional portfolio development, peer critique, and freelance exposure. (Prerequisite: 10-111-131, Graphic Design Project Mgmt)