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**Graphic & Web Design Program**

**Course Curriculum**

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| **Semester 01**   (Tuition: $2,390  Books: $320-$590  Laptop Fee: $725) | | |
| **Course #** | **Course Title** | **Credits** |
| 10-201-101 | Design Fundamentals | 3 |
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| Credits: 3 Lecture Hours: 36 Lab Hours: 36 Students apply the elements of art (line, texture, color, shape, and value). Students will investigate how these elements can be manipulated using various principles of design to achieve different effects. Basic color theory will be covered. | | |
| 10-201-124 | Portfolio Introduction | 1 |
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| Credits: 1 Lecture Hours: 18 Students plan individual professional portfolios. They will write goal statements and understand the value of career goal setting. Students will identify work samples that should be included in a professional portfolio and begin resume design. Portfolios will be finalized in the final semester of the program. | | |
| 10-201-133 | Photoshop | 3 |
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| Credits: 3 Lecture Hours: 36 Lab Hours: 36 This course introduces the learner to photo manipulation and enhancement using the industry leading Adobe Photoshop software. Course will also cover composition images, illustration, color correction, file formats, scanning, 3D objects, image quality and preparing images for print and web mediums. A working knowledge of computers is required for this course, including the ability to save and organize files. This course uses Macintosh computers; previous Macintosh experience is helpful but not necessary. | | |
| 10-201-134 | Illustrator | 3 |
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| Credits: 3 Lecture Hours: 36 Lab Hours: 36 This course prepares the student to use Adobe's standard vector graphics software to create digital illustrations. The course will cover the basics of illustration as it relates to the digital environment. Students will turn out professional-looking graphics for web or print with Adobe Illustrator software. Through practical exercises, students become fluent in the premier program for line art, logos, vector graphics and quick page layout. A working knowledge of computers is required for this course, including the ability to save and organize files. This course uses Macintosh computers; previous Macintosh experience is helpful but not necessary. | | |
| 10-801-136 | English Composition 1 | 3 |
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| Credits: 3 Lecture Hours: 54 This course is designed for learners to develop knowledge and skills in all aspects of the writing process. Planning, organizing, writing, editing and revising are applied through a variety of activities. Students will analyze audience and purpose, use elements of research and format documents using standard guidelines. Individuals will develop critical reading skills through analysis of various written documents. | | |
| 10-801-196 | Oral/Interpersonal Communication *\* OR \** |  |
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| Credits: 3 Lecture Hours: 54 Students demonstrate competency in speaking, verbal and nonverbal communication, and listening skills through individual presentations, group activities and other projects. | | |
| 10-801-198 | Speech | 3 |
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| Credits: 3 Lecture Hours: 54 Students explore the fundamentals of effective oral presentations to small and large groups. Students demonstrate competency through topic selection, audience analysis, methods of organization, research, structuring evidence and support, delivery techniques, and other essential elements of speaking successfully, including the listening process. | | |
|  |  | **16** |
| **Semester 02**   (Tuition: $2,690  Books: $340-$490  Laptop Fee: $725) | | |
| **Course #** | **Course Title** | **Credits** |
| 10-152-116 | HTML & CSS | 3 |
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| Credits: 3 Lecture Hours: 36 Lab Hours: 36 Students will learn the fundamentals and techniques of developing websites using XHTML/CSS. Topics include common HTML tags, tables, linking, image manipulation, forms, and cascading style sheets (CSS). Topics include HTML 5 and CSS 3. | | |
| 10-201-135 | InDesign | 3 |
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| Credits: 3 Lecture Hours: 36 Lab Hours: 36 This course prepares the student to use Adobe's standard page layout software. Using Adobe InDesign, students will turn out professional-looking layouts for both print and web. Through practical exercises, students become fluent in constructing multi-page documents, master pages and digital publishing as well as tricks and time efficient techniques to keep work clean and professional. Prerequisites: Design Fundamentals (10-201-101) Photoshop (10-201-133) | | |
| 10-201-137 | Color Theory | 3 |
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| Credits: 3 Lecture Hours: 36 Lab Hours: 36 In this course students will explore the fundamental components of color. Lectures and exercises introduce color theory, psychology, perception, value, harmonies and trends. Students will use a wide range of tools, techniques and media on a variety of assignments to learn how one can communicate with color. | | |
| 10-201-138 | Typography | 3 |
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| Credits: 3 Lecture Hours: 36 Lab Hours: 36 This course prepares the learner to learn the basics of identifying, choosing, and using typefaces. Students will classify type by families, interpret choices for legibility and readability and compare best practices for using type. This course will prepare students to design type and develop creative documents using type. This is a living plan. Topics may change as the tenor of this class commands. | | |
| 10-201-142 | Digital Marketing for Graphic Designers | 3 |
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| Credits: 3 Lecture Hours: 54 This course focuses on how graphic designers can achieve marketing objectives using digital technologies and media. Students will gain an appreciation for current mobile marketing strategies and the importance of being adaptable with communication techniques. Students will learn how to develop relevant, appropriate content based on different media outlets. A focus on marketing analytics is included in this course. | | |
| 10-804-123 | Math with Business Applications *\* OR \** |  |
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| Credits: 3 Lecture Hours: 54 Students use real numbers, basic operations, linear equations, proportions with one variable, percents, simple interest, compound interest, annuity, and apply math concepts to the purchasing/buying process, the selling process, and apply basic statistics to business/consumer applications. | | |
| 10-804-133 | Math & Logic | 3 |
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| Credits: 3 Lecture Hours: 54 Students will apply mathematical problem solving techniques. Topics will include symbolic logic, sets, algebra, Boolean algebra, and number bases. | | |
|  |  | **18** |
| **Semester 03**   (Tuition: $2,250  Books: $170-$410  Laptop Fee: $725) | | |
| **Course #** | **Course Title** | **Credits** |
| 10-201-136 | Multimedia Concepts | 3 |
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| Credits: 3 Lecture Hours: 36 Lab Hours: 36 This course teaches students how to create various multimedia elements including video, audio, and basic animation. Students will learn how to incorporate these elements into various forms of digital mediums. | | |
| 10-201-139 | Web Page Design 1 | 3 |
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| Credits: 3 Lecture Hours: 36 Lab Hours: 36 Students develop skills that lay the foundation for producing web-ready communications: graphic design principles, storyboards, web development, shared project management skills such as interviewing and project scheduling, peer review, and redesign. Project activities focus on developing effective communications that can be deployed on the web. Students develop a variety of graphical images, an electronic portfolio, and a client website. Projects are accomplished using Dreamweaver and other Adobe Software. Prerequisite: Photoshop (10-201-133) | | |
| 10-201-143 | Beginning WordPress | 2 |
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| Credits: 2 Lecture Hours: 18 Lab Hours: 36 WordPress is one of the most popular and fastest growing open source content management systems available today. This course provides an introduction to WordPress for building and managing websites. Students will learn the differences between WordPress.com and WordPress.org. In addition, students will learn how to install WordPress, use a theme and plugins, and how to add and manage content. Prerequisite: HTML & CSS (10-152-116) | | |
| 10-201-144 | Freelancing for Creatives | 1 |
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| Credits: 1 Lecture Hours: 18 Nearly every type of design service needed by most businesses could be provided by a freelancer, including marketing, publicity, advertising, web programming, and other creative works performed by a graphic designer. In this course students will learn what it takes to be a freelancer: finding work, setting budgets, creating contracts, and other money-related issues. | | |
| 10-203-131 | Introduction to Digital Photography | 3 |
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| Credits: 3 Lecture Hours: 36 Lab Hours: 36 In this course students will explore the operations of a digital camera and explore photography as an artform. Students will develop habits for professional work, and create a wide range of images for portfolio-quality production. Students will develop knowledge and understanding of the digital camera, the fundamentals to stronger photographs, and basic photo editing. This is a living plan. Topics may change as the tenor of this class commands. | | |
| 10-809-172 | Introduction to Diversity Studies | 3 |
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| Credits: 3 Lecture Hours: 54 Students draw from several disciplines to reaffirm the basic American values of justice and equality by learning a basic vocabulary, a history of immigration and conquest, principles of transcultural communication, legal liability and the value of aesthetic production to increase the probability of respectful encounters among people. In addition to an analysis of majority/minority relations in a multicultural context, the topics of ageism, sexism, gender differences, sexual orientation, the disabled and the American Disability Act (ADA) are explored. Ethnic relations are studied in global and comparative perspectives. | | |
|  |  | **15** |
| **Semester 04**   (Tuition: $2,540  Books: $350-$530  Laptop Fee: $725) | | |
| **Course #** | **Course Title** | **Credits** |
| 10-201-110 | Pre-Press Management | 3 |
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| Credits: 3 Lecture Hours: 36 Lab Hours: 36 Students develop skills and techniques that are necessary to perform before a project is printed to ensure the project's highest quality. Students will learn proofreading skills and techniques and how to apply color management. Students will learn and use Adobe Acrobat 9.0 to perform pre-press operations. | | |
| 10-201-128 | Internship/Field Study *\* OR \** |  |
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| Credits: 3 Lecture Hours: 0 Occupational Hours: 216 Students obtain on-the-job experience in a web and/or graphic design department. Students work in an area focusing on web and/or graphic design. Internships comprise realistic work situations required by an entry-level web/graphic designer. Prerequisites: HTML & CSS (10-152-116) Illustrator (10-201-134) InDesign (10-201-135) Typography (10-201-138) Co-requisite: Web Page Design 2 (10-201-140) | | |
| 10-201-129 | Graphic and Web Design Projects | 3 |
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| Credits: 3 Lecture Hours: 0 Lab Hours: 108 This is a project-based course where students will apply marketing concepts to brand a product or service across various mediums. Students will develop a consistent brand for a product or service that is carried through on various design projects: logo, business card, product guide, packaging, and mobile app. The students will participate in a final presentation where they pitch their ideas and prototypes to a fictitious development team. Prerequisites: Design Fundamentals (10-201-101) Illustrator (10-201-134) InDesign (10-201-135) Co-requisite: Web Page Design 2 (10-201-140) | | |
| 10-201-140 | Web Page Design 2 | 3 |
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| Credits: 3 Lecture Hours: 36 Lab Hours: 36 This course will focus on more advanced website design and development skills. Students will learn the importance of responsive design and gain hands-on experience in producing responsive websites for computer, tablet and mobile devices. Students will use advanced features in Dreamweaver and are exposed to content management systems like Word Press. Prerequisites: Web Page Design 1 (10-201-139) HTML & CSS (10-152-116) | | |
| 10-201-141 | Professional Portfolio Assessment | 2 |
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| Credits: 2 Lecture Hours: 18 Lab Hours: 36 Students will complete professional portfolios containing examples of their work that demonstrate competency as a graphic/web designer. Resumes will be completed and students will practice job search and interview skills. Students will role-play in a mock interview utilizing their portfolios and demonstrating competence of what was learned. Prerequisite: Illustrator (10-201-134) InDesign (10-201-135) Corequisite: Web Page Design 2 (10-201-140) | | |
| 10-801-197 | Technical Reporting | 3 |
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| Credits: 3 Lecture Hours: 54 Students prepare and present oral and written technical reports. Students create, but are not limited to the following reports: lab and field reports, proposals, technical letters and memos, technical research reports, case studies, and oral technical presentations. Students enroll in this advanced communication course after having completed at least the prerequisite introductory writing course. Prerequisite: Written Communication (10-801-195) or English Composition (10-801-136) | | |
| 10-809-199 | Psychology of Human Relations | 3 |
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| Credits: 3 Lecture Hours: 54 Students explore the relationship between the general principles of psychology and our everyday lives. Students are given the opportunity to achieve a deepened sense of awareness of themselves and others. This understanding enables students to improve their relationship with others at work, in the family, and in society. | | |
|  |  | **17** |
| **Total Credits: 66** | | |
| **Estimated Total Tuition: $9,870** | | |
| *Additional cost of laptop fees $2,900 (*[*see details*](https://www.swtc.edu/academics/programs/business/gwd-laptop-program)*).* | | |