

# Graphic Design (301)

## ASSOCIATE OF APPLIED SCIENCE

### About Our Program

This program is designed to provide entry-level job skills necessary for entrance in the graphic design field. Students learn the basics of typography, layout, and design using computer software. An emphasis is placed on the design process including communication, proofs, and presentation. A problem-solving approach is used and actual design projects are incorporated into the curriculum when appropriate.

### Program Outcomes

Graduates in the Graphic Design Program will be able to:

- Apply problem solving skills.
- Operate reliably as a member of a team.
- Demonstrate superior communication skills including verbal, written, and listening skills.
- Demonstrate the ability to brainstorm, think critically and conceptualize creative ideas.
- Execute technical skills necessary for production.
- Apply basic design principles to projects.

### Nature of Work and Employment

Areas of employment include graphic design, print media, illustration, electronic publishing, communications, entertainment, industry, and advertising. Many jobs in this field involve communication and marketing skills, as well as creative and technical abilities. As visual communication needs increase, this area will continue to grow. The tools used in this field have changed dramatically over the last 15 years as technology continues to change. Highland's computer lab is well-equipped, well-maintained, and up-to-date.

### Special Considerations

Although this degree is not specifically intended for transfer students, many courses will transfer to senior institutions. Checking with the program faculty or a student advisor will help provide a smooth transfer. This degree includes general-education courses as well as some business and communications courses to help the student with work-related skills.

### Program Contacts

Call Highland at 815-235-6121 for the following program contacts:

- Vicki Schulz, Student Advisor/Transfer Coordinator
- Jim Phillips, Dean, Humanities, Social Sciences, and Fine Arts

### First Semester 15 Credit Hours

ART	113	Drawing I	3	
ART	115	Two-Dimensional Design	3	
*	ART	118	Graphic Design I	3
*	BUSN	141	Business Communications	
		-or-		
*	COMM	101	Technical Communications	3
		-or-		
*	ENGL	121	Rhetoric and Composition I	
		Major Elective	3	

### Second Semester 15 Credit Hours

*	ART	114	Drawing II	
		-or-		3
*	ART	116	Three-Dimensional Design	
*	ART	218	Graphic Design II	3
*	COMM	214	Business and Technical Writing	
		-or-		3
*	ENGL	122	Rhetoric and Composition II	
	SPCH	191	Fundamentals of Speech	
		-or-		3
	SPCH	192	Introduction to Public Speaking	
		Major Elective		3

### Third Semester 17/18 Credit Hours

*	ART	228	Graphic Design III	3
*	BUSN	125	Mathematics of Business (or three credits from MATH 157 or above)	3
	PSY	160	Psychology of Human Relations	
		-or-		2/3
*	PSY	161	Introduction to Psychology	
		Major Electives		6
		General Education Elective		3

### Fourth Semester 15 Credit Hours

*	ART	238	Graphic Design IV	3
*	BUSN	143	Fundamentals of Retailing	
		-or-		
	BUSN	244	Principles of Advertising	
		-or-		3
*	BUSN	246	Principles of Marketing	
		-or-		
*	BUSN	124	Introduction to Small Business	
		Major Electives		6
		General Education Elective		3

**Total Credit Hours = 62/63**

\* Course has a prerequisite. See course description.

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## Major Electives

	ART	110	Introduction to Art	3
*	ART	120	Life Drawing	3
	ART	201	Photography	3
	ART	202	Digital Image Editing with Photoshop	3
*	ART	211	Painting I	3
*	ART	212	Painting II	3
	ART	215	Art History I	3
	ART	216	Art History II	3
	ART	219	Modern Art	3
*	ART	260	Web Design Studio	3
	DRAF	105	Computer-Aided Drafting (CAD) I	3
*	INFT	137	Desktop Publishing	3
*	INFT	202	Web Programming	3
*	INFT	250	Dreamweaver	3
*	INFT	260	Computer Animation	3
*	OFFT	161	Proofreading	1
*	SPCH	293	Small Group Communication	3
*	SPTP	101	Topics in Graphic Design	3