

Graphic Design

PROGRAM CODE: 10-201-1



Associate Degree

**Location:** Downtown Milwaukee Campus, Online Campus**Start Dates:** August and January**Admission Requirement:** High school diploma or equivalent**Financial Aid Eligible:** Yes. Use code 003866 at fafsa.gov.

Program Description

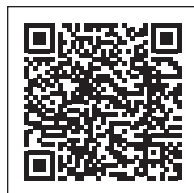
You will be introduced to the range of opportunities in this field: design of print-generated and computer-generated graphics for books, newspapers, magazines, web applications and marketing materials; and additional design applications for point-of-purchase, packaging and outdoor advertising.

Career Outlook

Today's digital world reduces the geographic limits for finding clients. Employers include advertising agencies, corporations and nonprofit groups.

Program Learning Outcomes

- Apply the principles of design to develop strategic marketing and communication products and services.
- Demonstrate proficiency in the use of design software, tools, and technology.
- Implement creative solutions from concept through completion using a formal process.
- Apply effective legal and ethical business practices and project management skills.
- Communicate artwork rationale in formal and informal settings.

**Complete Program Details****QUESTIONS?** 414-297-6004 or creativeartspathway@matc.edu

COURSES

CREDITS

| | | |
|-------------------|--|----------|
| ENG-195 | Written Communication ‡ ^ | 3 |
| | (or) ENG-201 English 1 ‡ | |
| GRDS-103 | Design Elements and Principles ^ | 3 |
| GRDS-107 | Digital Imaging: Adobe Photoshop ^ | 3 |
| GRDS-115 | Typographic Fundamentals ^ | 3 |
| GRDS-122 | Vector Graphics: Adobe Illustrator ^ | 3 |
| PSYCH-199 | Psychology of Human Relations | 3 |
| | (or) Any 200-level PSYCH course | |
| ENG-197 | Technical Reporting ‡ | 3 |
| | (or) Any 200-level ENG or SPEECH course | |
| GRDS-104 | Researching and Concepting ‡ ^ | 3 |
| GRDS-110 | Layout and Publishing: InDesign ‡ ^ | 3 |
| GRDS-111 | Advertising Design ‡ ^ | 3 |
| GRDS-117 | Packaging Design ‡ ^ | 3 |
| GRDS-128 | Portfolio Pathway ‡ ^ | 1 |
| GRDS-121 | Exhibition Design ‡ | 3 |
| GRDS-126 | History of Design | 3 |
| GRDS-129 | Motion Graphic Design ‡ | 3 |
| GRDS-142 | Brand and Media Strategies | 3 |
| MATH-134 | Mathematical Reasoning | 3 |
| | (or) Any 200-level MATH course | |
| GRDS-112 | Graphic Design Workshop ‡ | 3 |
| GRDS-113 | Digital Media Preparation ‡ | 3 |
| GRDS-116 | Integrated Design Thinking ‡ | 3 |
| GRDS-153 | Portfolio Assessment ‡ | 3 |
| SOCSCI-172 | Introduction to Diversity Studies | 3 |
| | (or) Any 200-level SOCSCI or HIST course | |

CREDITS

Total credits needed to complete this degree

64

‡ Prerequisite required.

^ Counts toward earning the Production Artist technical diploma.

Program curriculum requirements are subject to change.

Current MATC students should consult their Academic Program Plan for specific curriculum requirements.

MATC courses are offered in person, entirely online or partially online.

Check each course's delivery options in Self-Service at selfservice.matc.edu.