

Production Artist

PROGRAM CODE: 31-201-2



Technical Diploma



COURSE	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
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

Location: Downtown Milwaukee Campus, Online Campus

Start Dates: August and January

Admission Requirement: High school diploma or GED

Financial Aid Eligible: Yes.

Apply at fafsa.gov. Use School Code 003866.

CREDITS

Total credits needed to complete this diploma

28

‡ Prerequisite required.

Program curriculum requirements are subject to change.

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

Program Description

Gain the skills in industry-recognized software required for entering the graphic design field. You will learn to prepare designs and layouts, and make modifications according to production standards.

Career Outlook

Production artists use their technical skills to ensure that the finished design work meets the client's expectations. They are typically the last people to work on a project before it is published. This growing segment of the creative industry offers entry into a variety of careers.

Program Learning Outcomes

- Apply the principles of design to develop strategic marketing and communications 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.
- Communicate artwork rationale in formal and informal settings.



Complete Program Details

QUESTIONS? 414-297-6004 or creativeartspathway@matc.edu