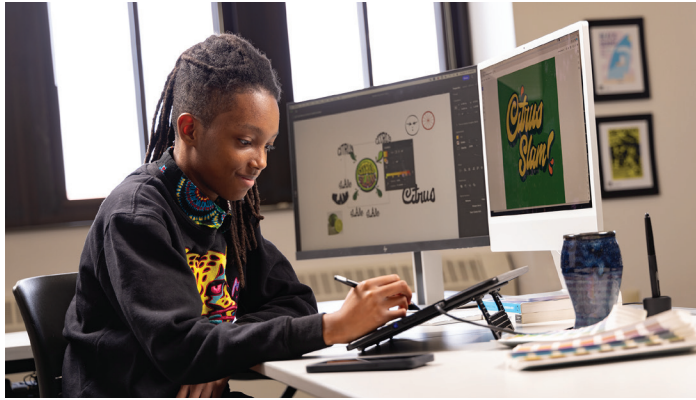


# Graphic Design

PROGRAM CODE: 10-201-1



Associate Degree



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
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

**Location:** Downtown Milwaukee Campus, Online Campus

**Start Dates:** August and January

**Admission Requirement:** High school diploma or GED

**Transfer:** Will transfer to one or more four-year institutions

**Financial Aid Eligible:** Yes.

Apply at [fafsa.gov](https://fafsa.gov). Use School Code 003866.

### 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.



Complete Program Details

QUESTIONS? 414-297-6004 or [creativeartspathway@matc.edu](mailto:creativeartspathway@matc.edu)

### 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.**