

Production Artist

PROGRAM CODE: 31-201-2

TD

Technical Diploma



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

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

COURSES

COURSES	CREDITS
ENG-195 Written Communication ‡ (or) ENG-201 English 1 ‡	3
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

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.

MATC courses are offered in person, entirely online or partially online. Check each course's delivery options in Self-Service at selfservice.matc.edu.