

## Academic Plan as of spring 2023

### Program Description:

Graphic Design Certificate candidates expand their Adobe design skills and learn additional design theory and print communication concepts and techniques. The Graphic Design Certificate is suitable if you are crossing disciplines, such as web design to print and graphic design, or if you are responsible for marketing and designing materials in your current employment but have no formal training and experience in graphic design.

### Prerequisites and Admissions Requirements:

You must have a working knowledge of computer basics including navigating, creating, editing, and saving files and folders.

### Program Learning Outcomes:

- By the end of the certificate program, students will be able to create a multi-layered photo composition with text elements, masking, and adjustment layers.
- By the end of the certificate program, students will be able to create a one page layout flyer, ad, and/or business card to form a unique and unified brand for a real/fictitious company.
- By the end of the certificate program, students will be able to communicate ideas in a printed format with clarity and graphic uniformity across multiple media types and printed pieces.

### Program Requirements:

To earn the Graphic Design certificate you must successfully complete six required courses plus an additional .6 CEUs of elective courses.

### Required Courses:

- Adobe Illustrator I (WM8121)
- Adobe Illustrator II (WM8100)
- Adobe InDesign I (WM8106)
- Adobe Photoshop I (WM8122)
- Adobe Photoshop II (WM8123)
- Graphic Design Capstone: Designing Your Brand Using Adobe Software (WM8177)

### Elective Courses:

- Brand Identity Basics (WM8179)
- Cascading Style Sheets (WM8169)
- Documentary Photography (PH1110)
- HTML I (WM8105)
- Introduction to Composition and Color (AR1220)
- Introduction to Content Management (WM8172)
- Introduction to Sequential Art (Comics, Manga, Children's Books) (WM8183)
- Introduction to Zines & Zine Making (WM8181)
- Large Format Printing for Tradeshows & Conventions (WM8182)
- Learning to See Creatively (PH1109)
- Photography for Graphic Designers (PH1108)
- Principles of Graphic Design (WM8178)

- Print on Demand for Beginners (WM8180)
- WordPress I (WM8171)