

## Program Information Report

## Broadcast, Communication, Visual, Digital &amp; Fine Arts

## Graphic Design (APGRD)

## Associate in Applied Science Degree

Program Effective Term: Winter 2026

High Demand Occupation High Skill Occupation High Wage Occupation

This program prepares students for a career as a graphic designer. Graphic designers are specialists in the field of visual communication, trained to communicate, inform, instruct or sell. Students gain skills in the principles of graphic design, publication design, interface and mobile design working on a variety of projects that focus on theory, concept development, typography and production techniques that culminates in the production of a portfolio. Creative and artistic ability is required for careers in graphic design, as well as originality and the capacity for experimentation in visual problem-solving. Students also need the ability to master software skills as they relate to each medium.

## Articulation:

Eastern Michigan University, BFA degree;  
Wayne State University, BFA degree.

Copies can be obtained from the Counseling Office, a program advisor, or from the Curriculum and Assessment Office Web site:  
<https://www.wccnet.edu/learn/transfer-wcc-credits/articulation-agreements.php>.

## Program Admission Requirements:

Basic proficiency with desktop computers is required to enroll in GDT computer-based courses.

Note: Graphic Design computer-based courses are taught on Macintosh computers.

First Fall Semester		(15 credits)
ENG 111 or	Composition I	
ENG 111X	Composition 1	4
GDT 104	Introduction to Graphic Design	4
GDT 110	Interface Design I	4
Elective	Math Elective(s)	3

First Winter Semester		(15 credits)
GDT 100	Typography I	4
GDT 101	History of Graphic Design	3
GDT 112	Principles and Problem-Solving in Graphic Design	4
GDT 210	Interface Design II	4

Second Fall Semester		(15 credits)
GDT 215	Typography II	4
GDT 220	Publication Design	4
GDT 239	Imaging and Illustration	4
Elective	Nat. Sci. Elective(s)	3

Second Winter Semester		(15 credits)
COM 101	Fundamentals of Speaking	3
GDT 252	Advanced Digital Studio*	4
GDT 290	Professional Practices*	4
Elective	Soc. Sci. Elective(s)	3
Elective	Open elective(s) to reach a minimum of 60 total credits.	1

Minimum Credits Required for the Program:

60

## Notes:

\*For a Winter start, GDT 252 and GDT 290 must be taken in 4th term but are not offered in the Fall.

PROGRAM CHANGE FORM

<b>Program Code:</b> APGRD	<b>Current Program Name:</b> Graphic Design	<b>Effective Term:</b> Winter 2026
<b>Division Code:</b> BCT	<b>Department:</b> Digital Media Arts	

**Directions:**

1. Attach the current program listing from the WCC catalog or website and indicate any changes to be made.
2. Draw lines through any text that should be deleted and write in additions. Extensive narrative changes can be included on a separate sheet.
3. Check the boxes below for each type of change being proposed. Changes to courses, discontinuing a course, or adding new courses as part of the proposed program change, must be approved separately using CurricUNET, but should be submitted at the same time as the program change form.
4. If changes affect the program assessment plan or if program outcomes are updated, please submit a [Program Assessment Plan Change](#) form. These changes must be approved separately from the program change form and should be submitted at the same time. Current program assessment plans can be found on the [Curriculum and Assessment Program Information page](#).

**Requested Changes:**

- |   |   |
|---|---|
| <input type="checkbox"/> Remove course(s): _____                                      | <input type="checkbox"/> Program outcomes (may also result from removing or adding a course)* |
| <input checked="" type="checkbox"/> Add course(s): <b>Add the "or ENG 111x option</b> | <input type="checkbox"/> Program assessment plan*   |
| <input type="checkbox"/> Program title (new title is _____)                           | <input type="checkbox"/> Accreditation information  |
| <input type="checkbox"/> Description  | <input type="checkbox"/> Other _____  |
| <input type="checkbox"/> Advisors   |   |
| <input type="checkbox"/> Program admission requirements                               |   |
| <input type="checkbox"/> Continuing eligibility requirements                          |   |

Note: A change to the Award Type requires the submission of a new program proposal form and a separate program inactivation form. Contact the Director of Curriculum & Assessment for more information.

**Show all changes on the catalog page you attach.**

\* Please submit a [Program Assessment Plan Change](#) form.

**Rationale for proposed changes:**

Adding ENG 111X option for students who need additional support.

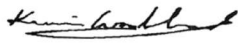
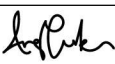

**Financial/staffing/equipment/space implications:**

None

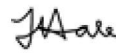
**List departments that have been consulted regarding their use of this program.**

Digital Media Arts

**Signatures:**

Reviewer	Print Name	Signature	Date
Initiator	Kevin Woodland		5.12.2025
Department Chair	Ingrid Ankerson		5/13/25
Division Dean/Administrator	Eva Samulski		05/13/2025
<p><b>Please return completed form to the Office of Curriculum &amp; Assessment, SC 257 or by e-mail to curriculum.assessment@wccnet.edu</b></p> <p><b>Once reviewed by the appropriate faculty committees we will secure the signature of the VPI.</b></p>			
Reviewer	Print Name	Signature	Date

PROGRAM CHANGE FORM

Curriculum Committee Chair	Randy Van Wagnen	<a href="#">RVanWagnen</a>	<a href="#">6/10/25</a>
Assessment Committee Chair	Jessica Hale		<b>6/10/25</b>
Executive Vice President for Instruction	Dr. Brandon Tucker	Brandon Roderick Tucker PhD <small>Digitally signed by Brandon Roderick Tucker PhD Date: 2025.06.12 12:39:30 -04'00'</small>	6/12/25
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Reviewed by C&A Committee 5/29/25

First Fall Semester		Credits
<b>ENG 111 OR ENG111XComposition I</b>		4
<a href="#">GDT 104</a>	Introduction to Graphic Design	4
WEB 115		4
<a href="#">Math Elective(s)</a>		3
<b>Credits</b>		<b>15</b>
First Winter Semester		
<a href="#">GDT 100</a>	Typography I	4
<a href="#">GDT 101</a>	History of Graphic Design	3
<a href="#">GDT 112</a>	Principles and Problem-Solving in Graphic Design	4
WEB 215		4
<b>Credits</b>		<b>15</b>
Second Fall Semester		
<a href="#">GDT 215</a>	Typography II	4
<a href="#">GDT 220</a>	Publication Design	4
<a href="#">GDT 239</a>	Imaging and Illustration	4
<a href="#">Nat. Sci. Elective(s)</a>		3
<b>Credits</b>		<b>15</b>
Second Winter Semester		
<a href="#">COM 101</a>	Fundamentals of Speaking	3
<a href="#">GDT 252</a>	Advanced Digital Studio <sup>1</sup>	4
<a href="#">GDT 290</a>	Professional Practices <sup>1</sup>	4
<a href="#">Soc. Sci. Elective(s)</a>		3
Open Elective(s) to reach a minimum of 60 total credits.		1
<b>Credits</b>		<b>15</b>
<b>Total Credits</b>		<b>60</b>

1

For a Winter start, GDT 252 and GDT 290 must be taken in 4th term but are not offered in the Fall.

## Program Information Report

## Broadcast, Communication, Visual, Digital &amp; Fine Arts

## Graphic Design (APGRD)

## Associate in Applied Science Degree

Program Effective Term: Fall 2025

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## Articulation:

Eastern Michigan University, BFA degree;  
Wayne State University, BFA degree.

Copies can be obtained from the Counseling Office, a program advisor, or from the Curriculum and Assessment Office Web site:  
<https://www.wccnet.edu/learn/transfer-wcc-credits/articulation-agreements.php>.

## Program Admission Requirements:

Basic proficiency with desktop computers is required to enroll in GDT computer-based courses.

Note: Graphic Design computer-based courses are taught on Macintosh computers.

First Fall Semester		(15 credits)
ENG 111	Composition I	4
GDT 104	Introduction to Graphic Design	4
GDT 110	Interface Design I	4
Elective	Math Elective(s)	3

First Winter Semester		(15 credits)
GDT 100	Typography I	4
GDT 101	History of Graphic Design	3
GDT 112	Principles and Problem-Solving in Graphic Design	4
GDT 210	Interface Design II	4

Second Fall Semester		(15 credits)
GDT 215	Typography II	4
GDT 220	Publication Design	4
GDT 239	Imaging and Illustration	4
Elective	Nat. Sci. Elective(s)	3

Second Winter Semester		(15 credits)
COM 101	Fundamentals of Speaking	3
GDT 252	Advanced Digital Studio*	4
GDT 290	Professional Practices*	4
Elective	Soc. Sci. Elective(s)	3
Elective	Open elective(s) to reach a minimum of 60 total credits.	1

Minimum Credits Required for the Program:

60

## Notes:

\*For a Winter start, GDT 252 and GDT 290 must be taken in 4th term but are not offered in the Fall.



PROGRAM CHANGE FORM

Program Code: APGRD	Current Program Name: Graphic Design	Effective Term: Fall 2025
Division Code: BCT	Department: Digital Media Arts	

**Directions:**

1. Attach the current program listing from the WCC catalog or website and indicate any changes to be made.
2. Draw lines through any text that should be deleted and write in additions. Extensive narrative changes can be included on a separate sheet.
3. Check the boxes below for each type of change being proposed. Changes to courses, discontinuing a course, or adding new courses as part of the proposed program change, must be approved separately using CurricUNET, but should be submitted at the same time as the program change form.
4. If changes affect the program assessment plan or if program outcomes are updated, please submit a [Program Assessment Plan Change](#) form. These changes must be approved separately from the program change form and should be submitted at the same time. Current program assessment plans can be found on the [Curriculum and Assessment Program Information page](#).

**Requested Changes:**

☒ Remove course(s): **WEB 115 & WEB 215**

☒ Add course(s): **GDT 110 & GDT 210**

☐ Program title (new title is \_\_\_\_\_)

☐ Description

☐ Advisors

☐ Program admission requirements

☐ Continuing eligibility requirements

☐ Program outcomes (may also result from removing or adding a course)\*

☐ Program assessment plan\*

☐ Accreditation information

☐ Other \_\_\_\_\_

Note: A change to the Award Type requires the submission of a new program proposal form and a separate program inactivation form. Contact the Director of Curriculum & Assessment for more information.

**Show all changes on the catalog page you attach.**

\* Please submit a [Program Assessment Plan Change](#) form.

**Rationale for proposed changes:**

**With the closure of the WEB program(s), the graphic design degree needs to be updated to reflect new courses that will be used in the program effective Fall of 2025.**


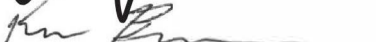
**Financial/staffing/equipment/space implications:**

**None**

**List departments that have been consulted regarding their use of this program.**

**Digital Media Arts**

**Signatures:**

Reviewer	Print Name	Signature	Date
Initiator	Ingrid Ankerson		05/13/2024
Department Chair	Kevin Bindschadler		05/13/2024

**PROGRAM CHANGE FORM**

Division Dean/Administrator	Eva Samulski	<i>Eva Samulski</i>	05/13/2024
<b>Please return completed form to the Office of Curriculum &amp; Assessment, SC 257</b> <b>or by e-mail to curriculum.assessment@wccnet.edu</b> <b>Once reviewed by the appropriate faculty committees we will secure the signature of the VPI.</b>			
<b>Reviewer</b>	<b>Print Name</b>	<b>Signature</b>	<b>Date</b>
Curriculum Committee Chair	Randy Van Wagnen	/s/ Randy Van Wagnen	1/11/24
Assessment Committee Chair	Jessica Hale	<b>Jessica Hale</b> <small>Digitally signed by Jessica Hale Date: 2025.01.22 12:00:10 -05'00'</small>	
Executive Vice President for Instruction	Dr. Brandon Tucker	Brandon Roderick Tucker PhD <small>Digitally signed by Brandon Roderick Tucker PhD Date: 2025.01.23 16:25:36 -05'00'</small>	
<b>Do not write in shaded area. Entered in: Banner _____ C&amp;A Database _____ Log File _____</b>			

Reviewed by C&A Committee 10/3/24

## Program Information Report

## Broadcast, Communication, Visual, Digital &amp; Fine Arts

## Graphic Design (APGRD)

## Associate in Applied Science Degree

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First Fall Semester		(15 credits)
ENG 111	Composition I	4
GDT 104	Introduction to Graphic Design	4
WEB 115	Interface Design I	4
Elective	Math Elective(s)	3

First Winter Semester		(15 credits)
GDT 100	Typography I	4
GDT 101	History of Graphic Design	3
GDT 112	Principles and Problem-Solving in Graphic Design	4
WEB 215	Interface Design II	4

Second Fall Semester		(15 credits)
GDT 215	Typography II	4
GDT 220	Publication Design	4
GDT 239	Imaging and Illustration	4
Elective	Nat. Sci. Elective(s)	3

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COM 101	Fundamentals of Speaking	3
GDT 252	Advanced Digital Studio*	4
GDT 290	Professional Practices*	4
Elective	Soc. Sci. Elective(s)	3
Elective	Open elective(s) to reach a minimum of 60 total credits.	1

Minimum Credits Required for the Program:

60

## Notes:

\*For a Winter start, GDT 252 and GDT 290 must be taken in 4th term but are not offered in the Fall.

## WASHTENAW COMMUNITY COLLEGE

## PROGRAM CHANGE FORM

Program Code: APGRD	Current Program Name: Graphic Design	Effective Term: Fall 2024
Division Code: BCT	Department: Digital Media Arts	

**Directions:**

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**Requested Changes:**

- |   |   |
|---|---|
| <input type="checkbox"/> Remove course(s): _ DMA restricted electives | <input type="checkbox"/> Program outcomes (may also result from   |
| <input type="checkbox"/> Add course(s): _____                         | <input checked="" type="checkbox"/> removing or adding a course)* |
| <input type="checkbox"/> Program title (new title is _____)           | <input type="checkbox"/> Program assessment plan*                 |
| <input type="checkbox"/> Description                                  | <input type="checkbox"/> Accreditation information                |
| <input type="checkbox"/> Advisors                                     | <input checked="" type="checkbox"/> Other                         |
| <input type="checkbox"/> Program admission requirements               |   |
| <input type="checkbox"/> Continuing eligibility requirements          |   |

Note: A change to the Award Type requires the submission of a new program proposal form and a separate

**Show all changes on the catalog page you attach.**

program inactivation form. Contact the Director of Curriculum & Assessment for more information.

\* Please submit a Program Assessment Plan Change form.

**Rationale for proposed changes:**

Layout changes.

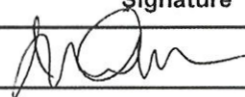
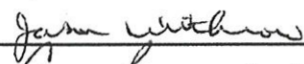
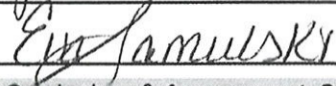
Removing two restricted electives within the degree pathway which will bring the overall credit hours for degree completion down to 60-63 which will allow students to complete the program in two years.



**Financial/staffing/equipment/space implications:**  
None

**List departments that have been consulted regarding their use of this program.**  
Digital Media Arts

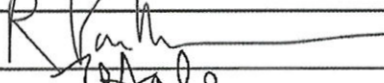
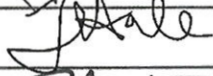

**Signatures:**

Reviewer	Print Name	Signature	Date
Initiator	UNO ID PERSON		10/12/23
Department Chair	Jason Withrow		10/12/23
Division Dean/Administrator	Eva Samulski		10-12-23
<p><b>Please return completed form to the Office of Curriculum &amp; Assessment, SC 257</b>  <b>or by e-mail to curriculum.assessment@wccnet.edu</b>  <b>Once reviewed by the appropriate faculty committees we will secure the signature of the VPI.</b></p>			
Reviewer	Print Name	Signature	Date

Office of Curriculum & Assessment Page 1 of 2 Revised 4/1/21

**WASHTENAW COMMUNITY COLLEGE**

**PROGRAM CHANGE FORM**

Curriculum Committee Chair	Randy Van Wagner		1-7-24
Assessment Committee Chair	Jessica Hale		1/8/24
Vice President for Instruction	Dr. Brandon Tucker		2/6/24

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Reviewed by C&A Committees 11/16/23

## WCC General Education Requirements

Effective Fall 2018

Associate degree programs were updated to meet the revised WCC general education requirements below.

### Course Distribution Requirements

Associate degree students must complete courses from each of six General Education content areas. The requirements vary, depending on which degree is being earned. The number of general education credit hours required for each degree is as follows.

	AA	AS	AAS
Writing/Composition	3-4 credits	3-4 credits	3-4 credits
2nd Writing/Composition or Communication	3-4 credits	3 credits	3 credits
Mathematics	3-4 credits	3-4 credits	3-4 credits
Natural Sciences <sup>1</sup>	7-8 credits	7-8 credits	3-4 credits
Social & Behavioral Science <sup>2</sup>	6 credits	6 credits	3 credits
Arts and Humanities <sup>3</sup>	6 credits	6 credits	3 credits
General Education Electives to reach 30 credits	0-2 credits	0-2 credits	N/A
Minimum	30 credits	30 credits	18 credits

<sup>1</sup> Two courses in Natural Science including one with laboratory experience (from two disciplines)

<sup>2</sup> From two disciplines

<sup>3</sup> From two disciplines

## Program Information Report

## School of Digital Media Arts

Creativity abounds in the School of Digital Media Arts which encompasses the disciplines of animation, graphic design, web design and development, photography and digital video. The programs in Digital Media Arts introduce students to foundational skills in these disciplines and prepare them for creative jobs.

Washtenaw Community College offers programs at several levels for students who want to begin new careers, or advance in their existing careers. The first level is the certificate, which can vary from nine to thirty-six credits, depending on the field. Certificates generally prepare students for entry-level jobs.

The next level, an Associate Degree, is available for some programs. Credit hours from the certificate can be applied to the credit hours needed for the Associate Degree.

### Graphic Design

From the foundations of visual communication through production techniques, this field allows you to utilize your creative and artistic abilities.

#### Graphic Design (APGRD)

##### Associate in Applied Science Degree

Program Effective Term: Fall 2018

High Demand Occupation High Skill Occupation High Wage Occupation

This program prepares students for a career as a graphic designer. Graphic designers are specialists in the field of visual communication, trained to communicate, inform, instruct or sell. Students gain skills in the principles of graphic design, publication design, interface and mobile design working on a variety of projects that focus on theory, concept development, typography and production techniques that culminates in the production of a portfolio. Creative and artistic ability is required for careers in graphic design, as well as originality and the capacity for experimentation in visual problem-solving. Students also need the ability to master software skills as they relate to each medium.

#### Articulation:

College for Creative Studies, BFA degree;  
Eastern Michigan University, several BS degrees;  
Madonna University, BA degree;  
Savannah College of Art and Design, BFA degree.

Copies can be obtained from the Counseling Office, a program advisor, or from the Curriculum and Assessment Office Web site: <http://www.wccnet.edu/curriculum/articulation/levelone/colleges/>.

#### Program Admission Requirements:

Basic proficiency with desktop computers is required to enroll in GDT computer-based courses.

Note: Graphic Design computer-based courses are taught on Macintosh computers.

First Fall Semester		(18 credits)
ENG 111	Composition I	4
GDT 101	History of Graphic Design	3
GDT 104	Introduction to Graphic Design	4
WEB 115	Introduction to Interface Design	4
	Soc. Sci. Elective(s)	3
First Winter Semester		(14 credits)
GDT 100	Typography I	4
GDT 112	Principles and Problem-Solving in Graphic Design	4
	Math Elective(s)	3
	Restricted Electives: ART 101, ART 102, ART 111, ART 112, ART 114, ART 120, ART 122, ART 125, ART 127, ART 129, GDT 106, GDT 107, GDT 108, GDT 151, GDT 245 or any 100 level or higher ANI, PHO, VID or WEB course.	3
Second Fall Semester		(16 credits)
GDT 215	Typography II	4
GDT 220	Publication Design	4
GDT 239	Imaging and Illustration	4
WEB 215	Intermediate Interface Design	4

## Program Information Report

<b>Second Winter Semester</b>		<b>(17 credits)</b>
GDT 252	Advanced Digital Studio	4
GDT 290	Professional Practices	4
	Nat. Sci. Elective(s)	3
COM 101	Fundamentals of Speaking	3
	Restricted Electives: ART 101, ART 102, ART 111, ART 112, ART 114, ART 120, ART 122, ART 125, ART 127, ART 129, GDT 106, GDT 107, GDT 108, GDT 151, GDT 245 or any 100 level or higher ANI, PHO, VID or WEB course.	3

**Minimum Credits Required for the Program:**

**65**



Done 1/19/18  
NW

## WASHTENAW COMMUNITY COLLEGE

## GENERAL EDUCATION REVISION AAS PROGRAM CHANGE FORM 2018-2019

Due December 8, 2017

Program Code: <b>APGRD</b>	Program Name: <b>ASSOC. GRAPHIC DESIGN TECHNOLOGY</b>
Division Code: <b>BLA</b>	Department: <b>DMA</b>

This form is to be used only for General Education Revision Program Changes for Associate in Applied Science (AAS) programs. Any other program changes should be submitted separately using a standard Program Change Form.

**Directions:**

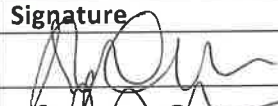



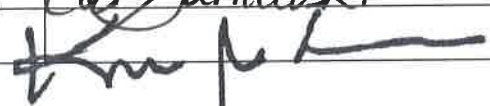
1. Review each general education area under **Requested Changes** below and respond as needed.
2. Attach the semester program layout showing the current program listing from the WCC catalog.
  - a. Indicate any changes to be made on the semester layout.
  - b. Draw a line through any courses that should be removed on the semester layout.
  - c. Write in any courses that need to be added on the semester layout.
3. Submit this form and semester program layout to the Office of Curriculum and Assessment (SC 257).

Current General Education Requirements		Revised General Education Requirements 2018-2019	
AAS		AAS	
Writing	3-4 credits	English Composition	3 - 4 credits
Speech	3 credits	2 <sup>nd</sup> Course in English Composition or one course in Communication	3 - 4 credits
Mathematics	3 - 4 credits	Mathematics	3 - 4 credits
Natural Sciences	3 - 4 credits	Natural Sciences	3 - 5 credits
Social & Behavioral Sciences	3 credits	Social & Behavioral Sciences	3 credits
Arts & Humanities	3 credits	Arts & Humanities from	3 credits
Critical Thinking	0 credits	Total	18 credits
Computer & Information Literacy	3 credits		
Total	21-24 credits		

Please review each General Education Area in the chart below, and record the needed changes in the chart and on the attached semester program layout.

REQUESTED CHANGES	
	<b>General Education Area</b>
	<b>English Composition</b> – The requirement for one writing/English composition course remains the same. No changes will be made unless specifically requested below. (Use Writing Elective or ENG 111)
	Optional Change: <b>ENG 111</b>
	<b>2<sup>nd</sup> Course in English Composition or one course in Communication</b> WCC previously required both a second composition/writing course and a communication course. Your options are: <ol style="list-style-type: none"> <li>1. Allow students to select any course that meets composition/writing or communication (<i>recommended</i>).</li> <li>2. Require students to take a specific composition course (identify course below and on semester layout).</li> <li>3. Require students to take a specific communication course (identify course below and on semester layout).</li> </ol>
	Requested Change: <b>COM 101</b>

	<b>Mathematics</b> – The requirement for one mathematics course remains the same. However, the courses that meet the MTA requirement have changed slightly. See the course listing for details
Optional Change:	Any MATH THAT MEETS MTA
	<b>Natural Sciences</b> - The requirement for one natural science course remains the same. No changes will be made unless specifically requested below.
Optional Change:	Any NAT SCI THAT MEETS MTA
	<b>Social &amp; Behavioral Sciences</b> – The requirement for one social and behavioral science course remains the same. No changes will be made unless specifically requested below.
Optional Change:	Any SOC & BEHAV SCI THAT MEETS MTA
	<b>Arts &amp; Humanities</b> – The requirement for one arts and humanities course remains the same. No changes will be made unless specifically requested below. (Note: A department can designate a COM course as a requirement here. The same course cannot be counted in two areas.)
Optional Change:	
	<b>Computer and Information Literacy</b> The requirement for computer and information literacy has been removed. Your options are: <ol style="list-style-type: none"> <li>1. Continue to require a specific computer course. If a specific course is required in your program, we will leave it there. If you previously used "Computer and Information Literacy Course," you will need to specify either a specific course or a list of courses from which to choose.</li> <li>2. Remove the computer and information literacy course if the program will still meet the minimum of 60 credit hours.</li> <li>3. Remove the computer and information literacy course and replace the course with elective or other credits as needed to meet the minimum of 60 credit hours.</li> </ol>
Required Change:	

Reviewer	Print Name	Signature	Date
Initiator	INGRID ANKERSON		12-14-17
Department Chair	INGRID ANKERSON		12-14-17
Division Dean/ Administrator	Eva Samulski		12-18-17
Vice President for Instruction			1/9/18

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 1/9/18 1/19/18

## Program Information Report

## School of Digital Media Arts

Creativity abounds in the School of Digital Media Arts which encompasses the disciplines of animation, graphic design, web design and development, photography and digital video. The programs in Digital Media Arts introduce students to foundational skills in these disciplines and prepare them for creative jobs.

Washtenaw Community College offers programs at several levels for students who want to begin new careers, or advance in their existing careers. The first level is the certificate, which can vary from nine to thirty-six credits, depending on the field. Certificates generally prepare students for entry-level jobs.

The next level, an Associate Degree, is available for some programs. Credit hours from the certificate can be applied to the credit hours needed for the Associate Degree.

## Graphic Design

From the foundations of visual communication through production techniques, this field allows you to utilize your creative and artistic abilities.

### Graphic Design (APGRD)

#### Associate in Applied Science Degree

**Program Effective Term: Fall 2016**

**High Demand Occupation High Skill Occupation High Wage Occupation**

This program prepares students for a career as a graphic designer. Graphic designers are specialists in the field of visual communication, trained to communicate, inform, instruct or sell. Students gain skills in the principles of graphic design, publication design, interface and mobile design working on a variety of projects that focus on theory, concept development, typography and production techniques that culminates in the production of a portfolio. Creative and artistic ability is required for careers in graphic design, as well as originality and the capacity for experimentation in visual problem-solving. Students also need the ability to master software skills as they relate to each medium.

Graphic Design majors should see GDT faculty for academic advisors according to the first letter of their last name: Ingrid Ankerson (A-L), Kristine Willmann (M-Z).

#### Articulation:

College for Creative Studies, BFA degree;  
Eastern Michigan University, several BS degrees;  
Savannah College of Art and Design, BFA degree.

Copies can be obtained from the Counseling Office, a program advisor, or from the Curriculum and Assessment Office Web site: <http://www.wccnet.edu/departments/curriculum/articulation.php?levelone=colleges>.

#### Program Admission Requirements:

Basic proficiency with desktop computers is required to enroll in GDT computer-based courses.

Note: Graphic Design computer-based courses are taught on Macintosh computers.

Prerequisites		(6 credits)
GDT 101	History of Graphic Design	3
GDT 104	Introduction to Graphic Design	4
WEB 115	Introduction to Interface Design	4
	Soc. Sci. Elective(s)	3
	ENG 107 or ENG 111 or higher	3-4
Prerequisites		(4 credits)
GDT 100	Typography I	4
GDT 112	Principles and Problem-Solving in Graphic Design	4
	MTH 125 or higher	3-4
	Restricted Electives: ART 101, ART 102, ART 111, ART 112, ART 114, ART 120, ART 122, ART 125, ART 127, ART 129, GDT 106, GDT 107, GDT 108, GDT 151, GDT 245 or any 100 level or higher ANI, PHO, VID or WEB course.	3-4
Second Semester		(16 credits)
GDT 215	Typography II	4

**Program Information Report**

GDT 220	Publication Design	4
GDT 239	Imaging and Illustration	4
WEB 215	Intermediate Interface Design	4

GDT 252	Advanced Digital Studio	4
GDT 290	Professional Practices	4
	Nat. Sci. Elective(s)	3-4
	Speech Elective(s)	3
	Restricted Electives: ART 101, ART 102, ART 111, ART 112, ART 114, ART 120, ART 122, ART 125, ART 127, ART 129, GDT 106, GDT 107, GDT 108, GDT 151, GDT 245 or any 100 level or higher ANI, PHO, VID or WEB course.	3-4

**Minimum Credits Required for the Program:** **64**



## PROGRAM CHANGE OR DISCONTINUATION FORM

Program Code: APGRD

Program Name: Associate in Graphic Design

Effective Term: F 2016

Division Code: BCT

Department: Digital Media Arts

**Directions:**

1. Attach the current program listing from the WCC catalog or Web site and indicate any changes to be made.
2. Draw lines through any text that should be deleted and write in additions. Extensive narrative changes can be included on a separate sheet.
3. Check the boxes below for each type of change being proposed. Changes to courses, discontinuing a course, or adding new courses as part of the proposed program change, must be approved separately using a Master Syllabus form, but should be submitted at the same time as the program change form.

**Requested Changes:**

- |  |   |
|--|---|
| <input type="checkbox"/> Review  | <input checked="" type="checkbox"/> Program admission requirements  |
| <input checked="" type="checkbox"/> Remove course(s): Restricted Electives | <input type="checkbox"/> Continuing eligibility requirements  |
| <input checked="" type="checkbox"/> Add course(s): GDT 239                 | <input type="checkbox"/> Program outcomes   |
| <input type="checkbox"/> Program title (title was _____)                   | <input type="checkbox"/> Accreditation information  |
| <input type="checkbox"/> Description                                       | <input type="checkbox"/> Discontinuation (attach program discontinuation plan that includes transition of students and timetable for phasing out courses) |
| <input type="checkbox"/> Type of award                                     | <input type="checkbox"/> Other _____  |
| <input type="checkbox"/> Advisors  |   |
| <input type="checkbox"/> Articulation information                          |   |

Show all changes on the attached page from the catalog.

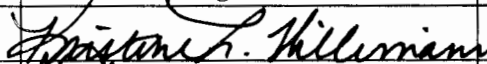
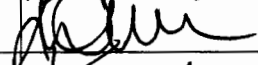
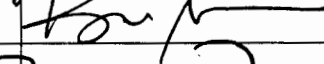
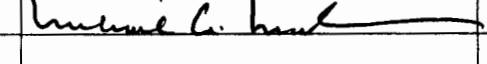
**Rationale for proposed changes or discontinuation:** Adding GDT 239 Imaging and Illustration, gives students an opportunity to expand and build higher caliber portfolio pieces while advancing software skills.

**Financial/staffing/equipment/space implications:**

**List departments that have been consulted regarding their use of this program.**

DMA

**Signatures:**

Reviewer	Print Name	Signature	Date
Initiator	Kristine Willmann		12/3/15
Department Chair	Ingrid Ankerson		12/7/15
Division Dean/Administrator	Kimberly Hurns		12/11/15
Vice President for Instruction	Michael Nealon		1/25/16
President	Rose Bellanca		

Do not write in shaded area. Entered in: Banner 1/29/16 C&A Database 1/29/16 Log File ☒ Board Approval NA

Please submit completed form to the Office of Curriculum and Assessment and email an electronic copy to [sjohn@wccnet.edu](mailto:sjohn@wccnet.edu) for posting on the website.

MD  
logged 12/15/15  
12/15/15

Office of Curriculum &amp; Assessment

<http://www.wccnet.edu/departments/curriculum>

## Program Information Report

### School of Digital Media Arts

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The next level, an Associate Degree, is available for some programs. Credit hours from the certificate can be applied to the credit hours needed for the Associate Degree.

### Graphic Design

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#### Graphic Design (APGRD)

#### Associate in Applied Science Degree

**Program Effective Term: Fall 2016**

**High Demand Occupation High Skill Occupation High Wage Occupation**

This program prepares students for a career as a graphic designer. Graphic designers are specialists in the field of visual communication, trained to communicate, inform, instruct or sell. Students gain skills in the principles of graphic design, publication design, interface and mobile design working on a variety of projects that focus on theory, concept development, typography and production techniques that culminates in the production of a portfolio. Creative and artistic ability is required for careers in graphic design, as well as originality and the capacity for experimentation in visual problem-solving. Students also need the ability to master software skills as they relate to each medium.

Graphic Design majors should see GDT faculty for academic advisors according to the first letter of their last name: Ingrid Ankerson (A-L), Kristine Willmann (M-Z).

#### Articulation:

College for Creative Studies, BFA degree;  
Eastern Michigan University, several BS degrees;  
Savannah College of Art and Design, BFA degree.

Copies can be obtained from the Counseling Office, a program advisor, or from the Curriculum and Assessment Office Web site: <http://www.wccnet.edu/departments/curriculum/articulation.php?levelone=colleges>.

#### Program Admission Requirements:

Basic proficiency with desktop computers is required to enroll in GDT computer-based courses. ~~Students with no or minimal computer skills are encouraged to take GDT 105 Introduction to Mac Graphics.~~ ✓

Note: Graphic Design computer-based courses are taught on Macintosh computers.

First Fall Semester		(17 credits)
GDT 101	History of Graphic Design	3
GDT 104	Introduction to Graphic Design	4
WEB 115	Introduction to Interface Design	4
	Soc. Sci. Elective(s)	3
	ENG 107 or ENG 111 or higher	3-4

First Winter Semester		(14 credits)
GDT 100	Typography I	4
GDT 112	Principles and Problem-Solving in Graphic Design	4
	MTH 125 or higher	3-4
	Restricted Electives: ART 101, ART 102, ART 111, ART 112, ART 114, ART 120, ART 122, ART 125, ART 127, ART 129, GDT 106, GDT 107, GDT 108, GDT 151, <del>GDT 239</del> , GDT 245 or any 100 level or higher ANI, PHO, VID or WEB course.	3-4

## Program Information Report

## Second Fall Semester

(15 credits)

GDT 215	Typography II	4
GDT 220	Publication Design	4
WEB 215	Intermediate Interface Design	4

~~Restricted Electives: ART 101, ART 102, ART 111, ART 112, ART 114, ART 120, ART 122, ART 125, ART 127, ART 129, GDT 106, GDT 107, GDT 108, GDT 151, GDT 239, GDT 245 or any 100 level or higher ANI, PHO, VID or WEB course.~~

~~PHO, VID or WEB course.~~

## Second Winter Semester

(17 credits)

GDT 252	Advanced Digital Studio	4
GDT 290	Professional Practices	4
	Nat. Sci. Elective(s)	3-4
	Speech Elective(s)	3

~~Restricted Electives: ART 101, ART 102, ART 111, ART 112, ART 114, ART 120, ART 122, ART 125, ART 127, ART 129, GDT 106, GDT 107, GDT 108, GDT 151, GDT 239, GDT 245 or any 100 level or higher ANI, PHO, VID or WEB course.~~

~~PHO, VID or WEB course.~~

Minimum Credits Required for the Program:

64-68

## Graphic Design Associate Degree

This program prepares students for a career as a graphic designer. Graphic designers are specialists in the field of visual communication, trained to communicate, inform, instruct or sell. Students gain skills in the principles of graphic design, publication design, interface and mobile design working on a variety of projects that focus on theory, concept development, typography and production techniques that culminates in the production of a portfolio. Creative and artistic ability is required for careers in graphic design, as well as originality and the capacity for experimentation in visual problem solving. Students also need the ability to master software skills as they relate to each medium.

	Credits
<b>Fall 1</b>	<b>17-18</b>
WEB 115 Introduction to Interface	4
GDT 104 Intro to Graphic Design	4
**GDT 101 History of Graphic Design	3
SOC	3
ENG 107 or 111 or higher	3-4

<b>Winter 1</b>	<b>14-15-16</b>
GDT 100 Typography	4
GDT 112 Principles & Problem Solving	4
* Restricted Elective	3-4
MTH 125 or higher	3-4

<b>Fall 2</b>	<b>16</b>
WEB 215 Intermediate Interface Design	4
GDT 220 Publication Design	4
GDT 215 Type II	4
GDT 239 Imaging & Illustration	4

<b>Winter 2</b>	<b>17-18</b>
GDT 252 Advanced Digital Studio	4
GDT 290 Professional Practices	4
* Restricted Elective	3-4
SCI	3
COM	3

**Total credits: ~~65~~ 68**

\* students must complete 6-8 credits of restricted electives

\*\*GDT 101 fulfills the Arts and Humanities general education requirement

## Certificate in Graphic Design

This program provides students with entry-level skills in graphic design and allows students to upgrade or expand their present skills. It also is a path for upgrading or expanding skills in one's present employment. Students will focus on typography and the foundations of visual communication design for both print and on-screen media, and build skills in the most widely used graphic design software applications. This program provides credits towards the Associate in Applied Science Degree in Graphic Design.

GDT 104 Intro to Graphic Design	4
GDT 100 Typography	4
GDT 112 Principles & Problem Solving	4
WEB 115 Introduction to Interface	4
GDT 220 Publication Design	4
WEB 215 Intermediate Interface Design	4
Restricted Elective	3-4

**Total credits: 27-28**

### Restricted Electives:

Any WEB, PHO, VID or ANI course	
GDT 107 InDesign	(3)
GDT106 Illustrator Graphics	(3)
GDT108 Photoshop Graphics	(3)
GDT 151 Screen Printing	(4)
GDT 245 Digital Painting	(4)
ART 101 Intro to Studio Art	(3)
ART 102 Color	(4)
ART 111 Basic Drawing I	(4)
ART 112 Basic Design I	(4)
ART 114 Painting I	(4)
ART 120 Portrait Panting and Life Drawing	(4)
ART 122 Basic Drawing II	(4)
ART 125 Painting II	(4)
ART 127 Life Drawing I	(4)
ART 129 Life Drawing II	(4)



## Program Information Report

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## Graphic Design

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### Graphic Design (APGRD)

#### Associate in Applied Science Degree

Program Effective Term: Fall 2016

High Demand Occupation High Skill Occupation High Wage Occupation

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Graphic Design majors should see GDT faculty for academic advisors according to the first letter of their last name: Ingrid Ankerson (A-L), Kristine Willmann (M-Z).

#### Articulation:

College for Creative Studies, BFA degree;  
Eastern Michigan University, several BS degrees;  
Savannah College of Art and Design, BFA degree.

Copies can be obtained from the Counseling Office, a program advisor, or from the Curriculum and Assessment Office Web site:  
<http://www.wccnet.edu/departments/curriculum/articulation.php?levelone=colleges>.

#### Program Admission Requirements:

Basic proficiency with desktop computers is required to enroll in GDT computer-based courses. Students with no or minimal computer skills are encouraged to take GDT 105 Introduction to Mac Graphics.

Note: Graphic Design computer-based courses are taught on Macintosh computers.

First Fall Semester		(17 credits)
GDT 101	History of Graphic Design	3
GDT 104	Introduction to Graphic Design	4
WEB 115	Introduction to Interface Design	4
	Soc. Sci. Elective(s)	3
	ENG 107 or ENG 111 or higher	3-4

First Winter Semester		(14 credits)
GDT 100	Typography I	4
GDT 112	Principles and Problem-Solving in Graphic Design	4
	MTH 125 or higher	3-4
	Restricted Electives: ART 101, ART 102, ART 111, ART 112, ART 114, ART 120, ART 122, ART 125, ART 127, ART 129, GDT 106, GDT 107, GDT 108, GDT 151, GDT 239, GDT 245 or any 100 level or higher ANI, PHO, VID or WEB course.	3-4

## Program Information Report

### Second Fall Semester (15 credits)

GDT 215	Typography II	4
GDT 220	Publication Design	4
WEB 215	Intermediate Interface Design	4
	Restricted Electives: ART 101, ART 102, ART 111, ART 112, ART 114, ART 120, ART 122, ART 125, ART 127, ART 129, GDT 106, GDT 107, GDT 108, GDT 151, GDT 239, GDT 245 or any 100 level or higher ANI, PHO, VID or WEB course.	3-4

### Second Winter Semester (17 credits)

GDT 252	Advanced Digital Studio	4
GDT 290	Professional Practices	4
	Nat. Sci. Elective(s)	3-4
	Speech Elective(s)	3
	Restricted Electives: ART 101, ART 102, ART 111, ART 112, ART 114, ART 120, ART 122, ART 125, ART 127, ART 129, GDT 106, GDT 107, GDT 108, GDT 151, GDT 239, GDT 245 or any 100 level or higher ANI, PHO, VID or WEB course.	3-4

**Minimum Credits Required for the Program: 63**

## PROGRAM CHANGE OR DISCONTINUATION FORM

Program Code: APGRD

Program Name: Associate in Graphic Design

Effective Term: F 2016

Division Code: BCT

Department: Digital Media Arts

**Directions:**

1. Attach the current program listing from the WCC catalog or Web site and indicate any changes to be made.
2. Draw lines through any text that should be deleted and write in additions. Extensive narrative changes can be included on a separate sheet.
3. Check the boxes below for each type of change being proposed. Changes to courses, discontinuing a course, or adding new courses as part of the proposed program change, must be approved separately using a Master Syllabus form, but should be submitted at the same time as the program change form.

**Requested Changes:**

- |  |   |
|--|---|
| <input type="checkbox"/> Review  | <input type="checkbox"/> Program admission requirements   |
| <input checked="" type="checkbox"/> Remove course(s): WEB 110          | <input type="checkbox"/> Continuing eligibility requirements  |
| <input checked="" type="checkbox"/> Add course(s): restricted elective | <input type="checkbox"/> Program outcomes   |
| <input type="checkbox"/> Program title (title was ____)                | <input type="checkbox"/> Accreditation information  |
| <input type="checkbox"/> Description                                   | <input type="checkbox"/> Discontinuation (attach program discontinuation plan that includes transition of students and timetable for phasing out courses) |
| <input type="checkbox"/> Type of award                                 | <input type="checkbox"/> Other _____  |
| <input type="checkbox"/> Advisors                                      |   |
| <input type="checkbox"/> Articulation information                      |   |

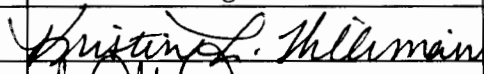
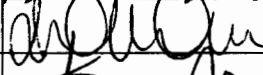
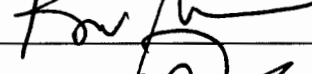
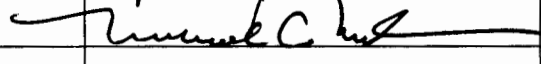
Show all changes on the attached page from the catalog.

**Rationale for proposed changes or discontinuation:** changes to the program are to better prepare students for the workforce. Exposure and experience from one coding class, WEB 110 Web Development 1, is not enough to be significant in their ability to code web pages. A restricted elective will also be added, giving students flexibility in including another relevant course specific to employment goals or transfer.

**Financial/staffing/equipment/space implications:****List departments that have been consulted regarding their use of this program.**

DMA

**Signatures:**

Reviewer	Print Name	Signature	Date
Initiator	Kristine Willmann		8/8/15
Department Chair	Ingrid Ankerson		9/9/15
Division Dean/Administrator	Kimberly Hurns		9/14/15
Vice President for Instruction	Michael Nealon		9/2/15
President			

Do not write in shaded area. Entered in: Banner 11/3/15 C&A Database 11/3/15 Log File 11/3/15 Board Approval NA

Please submit completed form to the Office of Curriculum and Assessment and email an electronic copy to [sjohn@wccnet.edu](mailto:sjohn@wccnet.edu) for posting on the website.

done 11/3/15 mo  
logged 9/14/15 sf/mo

# ACADEMICS

## Graphic Design (APGRD)

Associate in Applied Science Degree

2013 - 2014 2014 - 2015 2015 - 2016

### Description

This program prepares students for a career as a graphic designer. Graphic designers are specialists in the field of visual communication, trained to communicate, inform, instruct or sell. Students gain skills in the principles of graphic design, publication design, interface and mobile design working on a variety of projects that focus on theory, concept development, typography and production techniques that culminate in the production of a portfolio. Creative and artistic ability is required for careers in graphic design, as well as originality and the capacity for experimentation in visual problem-solving. Students also need the ability to master software skills as they relate to each medium.

Graphic Design majors should see GDT faculty for academic advisors according to the first letter of their last name: Ingrid Ankerson (A-L), Kristine Willmann (M-Z).

### Articulation

College for Creative Studies, BFA degree;  
Eastern Michigan University, several BS degrees;  
Savannah College of Art and Design, BFA degree.

Copies can be obtained from the Counseling Office, a program advisor, or from the Curriculum and Assessment Office Web site:  
[www.wccnet.edu/departments/curriculum/articulation.php?level one=colleges](http://www.wccnet.edu/departments/curriculum/articulation.php?level one=colleges).

### Admissions Requirements

Basic proficiency with desktop computers is required to enroll in GDT computer-based courses. Students with no or minimal computer skills are encouraged to take GDT 105 Introduction to Mac Graphics.

Note: Graphic Design computer-based courses are taught on Macintosh computers.

### Contact Information

**Division:** Business/Computer Technologies  
**Department:** Digital Media Arts Dept  
**Advisors:** [Ingrid Ankerson](#) (advises students with last name beginning A-L)  
[Kristine Willmann](#) (advises students with last name beginning M-Z)

### Requirements

(Items marked in orange are available online.)

#### First Fall Semester

Class	Title	Credits
<u>Elective(s)</u>	<u>Social and Behavioral Science</u>	3
	ENG 107 or ENG 111 or higher	3 - 4
<u>GDT 101</u>	History of Graphic Design	3
<u>GDT 104</u>	Introduction to Graphic Design	4
<u>WEB 115</u>	Introduction to Interface Design	4
<b>Total</b>		<b>17 - 18</b>

#### First Winter Semester

Class	Title	Credits
	MTH 125 or higher	3 - 4
<u>GDT 100</u>	Typography I	4
<u>GDT 112</u>	Principles and Problem-Solving in Graphic Design	4
<u>WEB 110</u>	<del>Web Development I</del>	<del>4</del>
<b>Total</b>		<b>15 - 16</b>

#### Second Fall Semester

Class	Title	Credits
	Restricted Elective	4

	Restricted Electives: ART 101, ART 102, ART 111, ART 112, ART 114, ART 120, ART 122, ART 125, ART 127, ART 129, GDT 106, GDT 107, GDT 108, GDT 151, GDT 239, GDT 245 or any 100 level or higher ANI, PHO, VID or WEB course.	3 - 4
<u>GDT 215</u>	Typography II	4
<u>GDT 220</u>	Publication Design	4
<u>WEB 215</u>	Intermediate Interface Design	4
<b>Total</b>		<b>15 - 16</b>

**Second Winter Semester**

Class	Title	Credits
<u>GDT 252</u>	Advanced Digital Studio	4
<u>GDT 290</u>	Professional Practices	4
<u>Elective(s)</u>	<u>Natural Sciences</u>	3 - 4
<u>Elective(s)</u>	<u>Speech</u>	3
	Restricted Electives: ART 101, ART 102, ART 111, ART 112, ART 114, ART 120, ART 122, ART 125, ART 127, ART 129, GDT 106, GDT 107, GDT 108, GDT 151, GDT 239, GDT 245 or any 100 level or higher ANI, PHO, VID or WEB course.	3 - 4
<b>Total</b>		<b>17 - 19</b>
<b>Total Credits Required:</b>		<b>64 - 69</b>

## Program Information Report

### School of Digital Media Arts

Creativity abounds in the School of Digital Media Arts which encompasses the disciplines of animation, graphic design, web design and development, photography and digital video. The programs in Digital Media Arts introduce students to foundational skills in these disciplines and prepare them for creative jobs.

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The next level, an Associate Degree, is available for some programs. Credit hours from the certificate can be applied to the credit hours needed for the Associate Degree.

### Graphic Design

From the foundations of visual communication through production techniques, this field allows you to utilize your creative and artistic abilities.

#### Graphic Design (APGRD)

#### Associate in Applied Science Degree

**Program Effective Term: Fall 2014**

**High Demand Occupation High Skill Occupation High Wage Occupation**

This program prepares students for a career as a graphic designer. Graphic designers are specialists in the field of visual communication, trained to communicate, inform, instruct or sell. Students gain skills in the principles of graphic design, publication design, interface and mobile design working on a variety of projects that focus on theory, concept development, typography and production techniques that culminates in the production of a portfolio. Creative and artistic ability is required for careers in graphic design, as well as originality and the capacity for experimentation in visual problem-solving. Students also need the ability to master software skills as they relate to each medium.

Graphic Design majors should see GDT faculty for academic advisors according to the first letter of their last name: Ingrid Ankerson (A-L), Kristine Willmann (M-Z).

#### Articulation:

College for Creative Studies, BFA degree;  
Eastern Michigan University, several BS degrees;  
Savannah College of Art and Design, BFA degree.

Copies can be obtained from the Counseling Office, a program advisor, or from the Curriculum and Assessment Office Web site: <http://www.wccnet.edu/departments/curriculum/articulation.php?levelone=colleges>.

#### Program Admission Requirements:

Basic proficiency with desktop computers is required to enroll in GDT computer-based courses. Students with no or minimal computer skills are encouraged to take GDT 105 Introduction to Mac Graphics.

Note: Graphic Design computer-based courses are taught on Macintosh computers.

First Fall Semester		(17 credits)
GDT 101	History of Graphic Design	3
GDT 104	Introduction to Graphic Design	4
WEB 115	Introduction to Interface Design	4
	Soc. Sci. Elective(s)	3
	ENG 107 or ENG 111 or higher	3-4
First Winter Semester		(15 credits)
GDT 100	Typography I	4
GDT 112	Principles and Problem-Solving in Graphic Design	4
WEB 110	Web Development I	4
	MTH 125 or higher	3-4
Second Fall Semester		(14 credits)
GDT 215	Typography II	3
GDT 220	Publication Design	4



## Program Information Report

WEB 215	Intermediate Interface Design	4
	Restricted Electives: ART 101, ART 102, ART 111, ART 112, ART 114, ART 120, ART 122, ART 125, ART 127, ART 129, GDT 106, GDT 107, GDT 108, GDT 151, GDT 239, GDT 245 or any 100 level or higher ANI, PHO, VID or WEB course.	3-4

<b>Second Winter Semester</b>	<b>(17 credits)</b>
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GDT 252	Advanced Digital Studio	4
GDT 290	Professional Practices	4
	Nat. Sci. Elective(s)	3-4
	Speech Elective(s)	3
	Restricted Electives: ART 101, ART 102, ART 111, ART 112, ART 114, ART 120, ART 122, ART 125, ART 127, ART 129, GDT 106, GDT 107, GDT 108, GDT 151, GDT 239, GDT 245 or any 100 level or higher ANI, PHO, VID or WEB course.	3-4

<b>Minimum Credits Required for the Program:</b>	<b>63</b>
--	-----------

## PROGRAM CHANGE OR DISCONTINUATION FORM

Program Code: APGRD Program Name: Assoc. in Applied Science Graphic Design Effective Term: F 2014

Division Code: BCT Department: Digital Media Arts

**Directions:**

1. Attach the current program listing from the WCC catalog or Web site and indicate any changes to be made.
2. Draw lines through any text that should be deleted and write in additions. Extensive narrative changes can be included on a separate sheet.
3. Check the boxes below for each type of change being proposed. Changes to courses, discontinuing a course, or adding new courses as part of the proposed program change, must be approved separately using a Master Syllabus form, but should be submitted at the same time as the program change form.

**Requested Changes:**

- |  |   |
|--|---|
| <input type="checkbox"/> Review  | <input type="checkbox"/> Program admission requirements   |
| <input checked="" type="checkbox"/> Remove course(s): INP 150, 170, 154, 254       | <input type="checkbox"/> Continuing eligibility requirements  |
| <input checked="" type="checkbox"/> Add course(s): WEB 115, 110 & 215; and GDT 215 | <input type="checkbox"/> Program outcomes   |
| <input type="checkbox"/> Program title (title was ____)                            | <input type="checkbox"/> Accreditation information  |
| <input checked="" type="checkbox"/> Description <i>per email K.W.</i>              | <input type="checkbox"/> Discontinuation (attach program discontinuation plan that includes transition of students and timetable for phasing out courses) |
| <input type="checkbox"/> Type of award   | <input type="checkbox"/> Other  |
| <input type="checkbox"/> Advisors  |   |
| <input type="checkbox"/> Articulation information                                  |   |

Show all changes on the attached page from the catalog.

**Rationale for proposed changes or discontinuation:** changes to the program are to include new courses in WEB that will replace the discontinued INP courses. Add WEB 115, 110 and 215. Remove INP 150, 170, 154, 254. Move GDT 215 Typography II from the list of restricted elective to program requirements.

**Financial/staffing/equipment/space implications:****List departments that have been consulted regarding their use of this program.**

DMA

**Signatures:**

Reviewer	Print Name	Signature	Date
Initiator	Kristine Willimann	<i>Kristine L. Willimann</i>	1/9/14
Department Chair	Kristine Willimann	<i>Kristine L. Willimann</i>	1/9/14
Division Dean/Administrator	Rosemary Wilson	<i>Rosemary Wilson</i>	2/17/14
Vice President for Instruction	Bill Abernethy	<i>Bill Abernethy</i>	3/19/14
President			

Do not write in shaded area. Entered in: Banner 3/20/14 C&A Database 3/20/14 Log File 3/20/14 Board Approval 3/20/14Please submit completed form to the Office of Curriculum and Assessment and email an electronic copy to [sjohn@wccnet.edu](mailto:sjohn@wccnet.edu) for posting on the website.*done**logged 1/10/14 sj*

## Graphic Design Associate Degree

This program prepares students for a career as a graphic designer. Graphic designers are specialists in the field of visual communication, trained to communicate, inform, instruct or sell. Students gain skills in the principles of graphic design, publication design, interface and mobile design working on a variety of projects that focus on theory, concept development, typography and production techniques that culminates in the production of a portfolio. Creative and artistic ability is required for careers in graphic design, as well as originality and the capacity for experimentation in visual problem solving. Students also need the ability to master software skills as they relate to each medium.

### Credits

#### Fall 1 17-18

· WEB 115 Introduction to Interface Design	4
· GDT 104 Intro to Graphic Design	4
· GDT 101 History of Graphic Design	3
SOC = <i>social science</i>	3
ENG 107 or ENG 111 or higher	3-4

#### Winter 1 15-16

WEB 110 Web Development I	4
GDT 100 Typography	4
GDT 112 Principles & Problem Solving	4
MTH (125 or higher)	3-4

#### Fall 2 15-16

WEB 215 Intermediate Interface Design	4
GDT 220 Publication Design	4
GDT 215 Type II	4 <sup>3</sup>
Restricted Elective	3-4

#### Winter 2 17-18

GDT 252 Advanced Digital Studio	4
GDT 290 Professional Practices	4
Restricted Elective	3-4
SCI = <i>natural science</i>	3
COM = <i>speech</i>	3

**Total credits: 62-65**

## Certificate in Graphic Design

This program provides students with entry-level skills in graphic design and allows students to upgrade or expand their present skills. It also is a path for upgrading or expanding skills in one's present employment. Students will focus on typography and the foundations of visual communication design for both print and on-screen media, and build skills in the most widely used graphic design software applications. This program provides credits towards the Associate in Applied Science Degree in Graphic Design.

WEB 110 Web Development I	4
GDT 104 Intro to Graphic Design	4
GDT 100 Typography	4
GDT 112 Principles & Problem Solving	4
WEB 115 Introduction to Interface Design	4
GDT 220 Publication Design	4
Restricted Elective	3-4

**Total credits: 27-28**

### Restricted Electives:

Any WEB, PHO, VID or ANI course

GDT 107 InDesign

GDT106 Illustrator Graphics

GDT108 Photoshop Graphics

GDT 151 Screen Printing

GDT 239 Imaging & Illustration

GDT 245 Digital Painting

ART 101 Introduction to Studio Art

ART 102 Color

ART 111 Basic Drawing I

ART 112 Basic Design I

ART 114 Painting I

ART 120 Portrait Painting and Life Drawing

ART 122 Basic Drawing II

ART 125 Painting II

ART 127 Life Drawing I

ART 129 Life Drawing II

## PROGRAM CHANGE OR DISCONTINUATION FORM

Program Code: APGRD

Program Name: Graphic Design

Effective Term: Fall  
2012  
3

Division Code: BCT

Department: DMA

**Directions:**

1. Attach the current program listing from the WCC catalog or Web site and indicate any changes to be made.
2. Draw lines through any text that should be deleted and write in additions. Extensive narrative changes can be included on a separate sheet.
3. Check the boxes below for each type of change being proposed. Changes to courses, discontinuing a course, or adding new courses as part of the proposed program change, must be approved separately using a Master Syllabus form, but should be submitted at the same time as the program change form.

**Requested Changes:**

- ☐ Review
- ☐ Remove course(s): \_\_\_\_\_
- ☐ Add course(s): \_\_\_\_\_
- ☐ Program title (title was \_\_\_\_\_)
- ☐ Description
- ☐ Type of award
- ☐ Advisors
- ☐ Articulation information
- ☐ Program admission requirements
- ☐ Continuing eligibility requirements
- ☐ Program outcomes
- ☐ Accreditation information
- ☐ Discontinuation (attach program discontinuation plan that includes transition of students and timetable for phasing out courses)
- X Other Add to Restricted Electives to Get Program over 60 credits

Show all changes on the attached page from the catalog.

**Rationale for proposed changes or discontinuation:**

Since INP 150 now counts as Comp Lit, we don't have to have our students take an extra class for Comp Lit, so the courses required drop down below the 60 credit minimum.

By adding 3 more restricted elective credits, the student would take any course they wanted from the list to get up to or over 60 credits.

**Financial/staffing/equipment/space implications:**

None

**List departments that have been consulted regarding their use of this program.**

INP, DMA

**Signatures:**

Reviewer	Print Name	Signature	Date
Initiator	Kelley K. Gottschang	<i>Kelley K. Gottschang</i>	09/24/12
Department Chair	<i>Kristine Williamson</i>	<i>Kristine Williamson</i>	9/25/12
Division Dean/Administrator	<i>Rosemary Wilson</i>	<i>Rosemary Wilson</i>	9/26/12
Vice President for Instruction	<i>Stuart Blackwell</i>	<i>Stuart Blackwell</i>	11/5/12
President			

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Please submit completed form to the Office of Curriculum and Assessment and email an electronic copy to [sjohn@wccnet.edu](mailto:sjohn@wccnet.edu) for posting on the website.

*done*  
*logged 10/1/12 sfv*  
Office of Curriculum & Assessment

## Graphic Design - APGRD

### First Fall Semester

Class	Title	Credits
	ENG 107 or ENG 111 or higher	3 - 4
<u>Elective(s)</u>	<u>Social and Behavioral Science</u>	3
<u>GDT 101</u>	History of Graphic Design	3
<u>GDT 104</u>	Introduction to Graphic Design	4
<u>INP 150</u>	Web Coding I	3
Total		16 - 17

### First Winter Semester

Class	Title	Credits
<u>Elective(s)</u>	<u>Speech</u>	3
<del>CIS 100</del>	<del>or Introduction to Computers and Software Applications</del>	<del>3</del>
<del>CIS 110</del>	<del>Introduction to Computer Information Systems</del>	<del>3-4</del>
<u>GDT 100</u>	Typography I	4
<u>GDT 112</u>	Principles and Problem Solving in Graphic Design	4
<u>INP 170</u>	Web Coding II	3
Total		17-18

*Repeat  
restricted  
electives  
verbiage  
here.*

### Second Fall Semester

Class	Title	Credits
	MTH 125 or higher	3 - 4
	Restricted Elective(s) ART 101, ART 102, ART 111, ART 112, ART 114, ART 120, ART 122, ART 125, ART 127, ART 129, GDT 106, GDT 107, GDT 108, GDT 151, GDT 215, GDT 239, GDT 245, GDT 259 or any 100 level or higher ANI, INP, PHO or VID course.	3 - 4
<u>GDT 220</u>	Publication Design	4
<u>INP 154</u>	Interaction Design I	4
Total		14 - 16

*2nd rest.  
elect. ~~is~~  
needed to  
complete a  
min. of 60  
credits*

### Second Winter Semester

Class	Title	Credits
-------	-------	---------

<u>Elective(s)</u>	<u>Natural Sciences</u>	3 - 4
<u>GDT 252</u>	Advanced Digital Studio	4
<u>GDT 290</u>	Professional Practices	4
<u>INP 254</u>	Interaction Design II	4
Total		15 - 16
Total Credits Required		
62 - 66		



## Program Information Report

### School of Digital Media Arts

Creativity abounds in the School of Digital Media Arts which encompasses the disciplines of animation, graphic design, internet professional, photography and digital video. The programs in Digital Media Arts introduce students to foundational skills in these disciplines and prepare them for creative jobs.

Washtenaw Community College offers programs at several levels for students who want to begin new careers, or advance in their existing careers. The first level is the certificate, which can vary from nine to thirty-six credits, depending on the field. Certificates generally prepare students for entry-level jobs.

The next level, an Associate Degree, is available for some programs. Credit hours from the certificate can be applied to the credit hours needed for the Associate Degree.

### Graphic Design

From the foundations of visual communication through production techniques, this field allows you to utilize your creative and artistic abilities.

#### Graphic Design (APGRD)

##### Associate in Applied Science Degree

**Program Effective Term: Fall 2013**

This program prepares students for a career as a graphic designer. Graphic designers work with writers, publishers, photographers, printers, and other specialists in the field of visual communication design to communicate, inform, instruct, or sell. Students may work on publications, advertising, or the Internet. The program focuses on developing skills in basic design theory, concept development, typography, the major graphic design software, and knowledge of production techniques for print and electronic media as exhibited in a portfolio. Creative and artistic ability is required for careers in graphic design, as well as originality and capacity for experimentation in visual problem-solving. Students also need an aptitude for developing strong skills with desktop computers and graphics software programs.

Graphic Design majors should see GDT faculty for academic advisors according to the first letter of their last name: Lind Babcock (A-L), Kristine Willmann (M-Z).

#### Articulation:

College for Creative Studies, BFA degree;  
Eastern Michigan University, several BS degrees;  
Savannah College of Art and Design, BFA degree.

Copies can be obtained from the Counseling Office, a program advisor, or from the Curriculum and Assessment Office Web site: <http://www.wccnet.edu/departments/curriculum/articulation.php?levelone=colleges>.

#### Program Admission Requirements:

Basic proficiency with desktop computers is required to enroll in GDT computer-based courses. Students with no or minimal computer skills are encouraged to take GDT 105, Introduction to Mac Graphics.

Note: Graphic Design computer-based courses are taught on Macintosh computers.

First/Fall Semester (APGRD)		(6 credits)
GDT 101	History of Graphic Design	3
GDT 104	Introduction to Graphic Design	4
INP 150	Web Coding I	3
	Soc. Sci. Elective(s)	3
	ENG 107 or ENG 111 or higher	3-4
First/Winter Semester		(6 credits)
GDT 100	Typography I	4
GDT 112	Principles and Problem Solving in Graphic Design	4
INP 170	Web Coding II	3
	Speech Elective(s)	3
	Restricted Elective(s) ART 101, ART 102, ART 111, ART 112, ART 114, ART 120, ART 122, ART 125, ART 127, ART 129, GDT 106, GDT 107, GDT 108, GDT 151, GDT 215, GDT 239, GDT 245, GDT 259 or any 100 level or higher ANI, INP, PHO or VID course.	3-4

## Program Information Report

### Second Fall Semester (12 credits)

GDT 220	Publication Design	4
INP 154	Interaction Design I	4
	MTH 125 or higher	3-4
	Restricted Elective(s) ART 101, ART 102 , ART 111 , ART 112 , ART 114, ART 120, ART 122, ART 125, ART 127, ART 129, GDT 106, GDT 107, GDT 108, GDT 151, GDT 215, GDT 239, GDT 245, GDT 259 or any 100 level or higher ANI, INP, PHO or VID course.	3-4

### Second Winter Semester (15 credits)

GDT 252	Advanced Digital Studio	4
GDT 290	Professional Practices	4
INP 254	Interaction Design II	4
	Nat. Sci. Elective(s)	3-4

**Minimum Credits Required for the Program:** **62**

## PROGRAM CHANGE OR DISCONTINUATION FORM

**Program Code:** APGRD **Program Name:** Graphic Design

**Effective Term:** F12

**Division Code:** BCT **Department:** DMAD

**Directions:**

1. Attach the current program listing from the WCC catalog or Web site and indicate any changes to be made.
2. Draw lines through any text that should be deleted and write in additions. Extensive narrative changes can be included on a separate sheet.
3. Check the boxes below for each type of change being proposed. Changes to courses, discontinuing a course, or adding new courses as part of the proposed program change, must be approved separately using a Master Syllabus form, but should be submitted at the same time as the program change form.

**Requested Changes:**

- ☐ Review  
☒ Remove course(s): GDT 139, GDT 140, GDT 130, GDT 150, INP 152, GDT 239, GDT 259  
☒ Add course(s): INP 150, GDT 102, GDT 101, INP 170, INP 154, INP 254, Add Restricted Electives, see below for details...  
☐ Program title (title was \_\_\_\_)  
☒ Description  
☐ Type of award  
☒ Advisors  
☐ Articulation information
- ☐ Program admission requirements  
☐ Continuing eligibility requirements  
☐ Program outcomes  
☐ Accreditation information  
☐ Discontinuation (attach program discontinuation plan that includes transition of students and timetable for phasing out courses)  
☐ Other \_\_\_\_\_

Show all changes on the attached page from the catalog.

**Rationale for proposed changes or discontinuation:**

The changes in this degree reflect the fact that industry is demanding graphic designers to be skilled in not only in print media but Web-based media. This new degree gives students the knowledge and skills to become productive designers by providing them with the essential knowledge of contemporary graphic design as well as the ability to create visual communications in both print and Web-based media.

**Financial/staffing/equipment/space implications:**

None

**List departments that have been consulted regarding their use of this program.**

INP Program, DMA department

**Signatures:**

Reviewer	Print Name	Signature	Date
Initiator	Kelley K. Gottschang	<i>Kelley K. Gottschang</i>	1/25/12
Department Chair	Jason Withrow Jennifer Baker	<i>Jason Withrow</i>	1/25/12
Division Dean/Administrator	Foreman Wilson	<i>Foreman Wilson</i>	1/31/12
Vice President for Instruction	<i>[Signature]</i>	<i>Steve [Signature]</i>	4/5/12
President			

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Please submit completed form to the Office of Curriculum and Assessment and email an electronic copy to [sjohn@wccnet.edu](mailto:sjohn@wccnet.edu) for posting on the website.

*8W 4/19/12  
logged 2/1/12 sjf*

## Program Information Report

### School of Digital Media Arts

Creativity abounds in the School of Digital Media Arts which encompasses the disciplines of animation, graphic design, internet professional, photography and digital video. The programs in Digital Media Arts introduce students to foundational skills in these disciplines and prepare them for creative jobs.

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The next level, an Associate Degree, is available for some programs. Credit hours from the certificate can be applied to the credit hours needed for the Associate Degree.

### Graphic Design

From the foundations of visual communication through production techniques, this field allows you to utilize your creative and artistic abilities.

#### Graphic Design (APGRD)

##### Associate in Applied Science Degree

**Program Effective Term: Fall 2012**

This program prepares students for a career as a graphic designer. Graphic designers are specialists in the field of visual communication, trained to communicate, inform, instruct or sell. Students gain skills in the principles of graphic design, publication design, interface and mobile design working on a variety of projects that focus on theory, concept development, typography and production techniques that culminate in the production of a portfolio. Creative and artistic ability is required for careers in graphic design, as well as originality and the capacity for experimentation in visual problem-solving. Students also need the ability to master software skills as they relate to each medium.

#### Articulation:

College for Creative Studies, BFA degree;  
Eastern Michigan University, several BS degrees.

Copies can be obtained from the Counseling Office, a program advisor, or from the Curriculum and Assessment Office Web site: <http://www.wccnet.edu/departments/curriculum/articulation.php?levelone=colleges>.

#### Program Admission Requirements:

Basic proficiency with desktop computers is required to enroll in GDT computer-based courses. Students with no or minimal computer skills are encouraged to take GDT 105, Introduction to Mac Graphics.

Note: Graphic Design computer-based courses are taught on Macintosh computers.

GDT 101	History of Graphic Design	3
GDT 102	Introduction to Graphic Design	4
INP 150	Web Coding I	3
	ENG 107 or ENG 111 or higher	3-4
	Soc. Sci. Elective(s)	3

CIS 100 or	Introduction to Computers and Software Applications	3
CIS 110	Introduction to Computer Information Systems	3
GDT 100	Typography I	4
GDT 112	Principles and Problem Solving in Graphic Design	4
INP 170	Web Coding II	3
	Speech Elective(s)	3

GDT 220	Publication Design	4
INP 154	Interaction Design I	4
	MTH 125 or higher	3-4
	Restricted Elective(s) ART 101, ART 102, ART 111, ART 112, ART 114, ART 120, ART 122, ART 125, ART 127, ART 129, GDT 106, GDT107, GDT108, GDT 151, GDT 215, GDT 239, GDT 245, GDT 259 or any 100 level or higher ANI, INP, PHO or VID course.	3-4

**Program Information Report**

Minimum Credits Required for the Concentration			Minimum Credits
GDT 252	Advanced Digital Studio		4
GDT 290	Professional Practices		4
INP 254	Interaction Design II		4
	Nat. Sci. Elective(s)		3-4

**Minimum Credits Required for the Concentration or Option:****Minimum Credits Required for the Program: 62**



PROGRAM CHANGE OR DISCONTINUATION FORM

Program Code: GDT Program Name: APGRD Graphic Design

Effective Term:  
Spring 2011

Division Code: BCT Department: Digital Media Arts

**Directions:**

1. Attach the current program listing from the WCC catalog or Web site and indicate any changes to be made.
2. Draw lines through any text that should be deleted and write in additions. Extensive narrative changes can be included on a separate sheet.
3. Check the boxes below for each type of change being proposed. Changes to courses, discontinuing a course, or adding new courses as part of the proposed program change, must be approved separately using a Master Syllabus form, but should be submitted at the same time as the program change form.

**Requested Changes:**

- |   |   |
|---|---|
| <input type="checkbox"/> Review   | <input type="checkbox"/> Program admission requirements   |
| <input checked="" type="checkbox"/> Remove course(s):<br><u>GDT 127</u> | <input type="checkbox"/> Continuing eligibility requirements  |
| <input type="checkbox"/> Add course(s): _____                           | <input type="checkbox"/> Program outcomes   |
| <input type="checkbox"/> Program title (title was _____)                | <input type="checkbox"/> Accreditation information  |
| <input type="checkbox"/> Description                                    | <input type="checkbox"/> Discontinuation (attach program<br>discontinuation plan that includes transition of<br>students and timetable for phasing out courses) |
| <input type="checkbox"/> Type of award                                  | <input type="checkbox"/> Other _____  |
| <input type="checkbox"/> Advisors                                       |   |
| <input type="checkbox"/> Articulation information                       |   |

Show all changes on the attached page from the catalog.

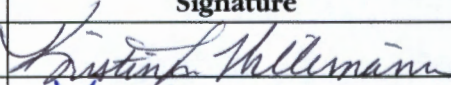

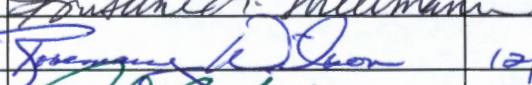
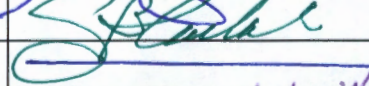
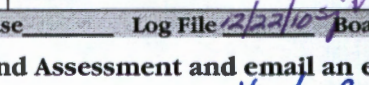

**Rationale for proposed changes or discontinuation:**

Discontinuation of GDT 127 Quark Xpress for Print Publishing

**Financial/staffing/equipment/space implications:**

**List departments that have been consulted regarding their use of this program.**

**Signatures:**

Reviewer	Print Name	Signature	Date
Initiator	Kristine Willimann		12/15/10
Department Chair	Jennifer Baker/ Kristine Willimann	 	12/15/10
Division Dean/Administrator	Rosemary Wilson		12/20/10
Vice President for Instruction	Stuart Blacklaw		1/18/11
President	Larry Witworth		

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## Graphic Design (APGRD)

Associate in Applied Science Degree

Program requirements shown below are for catalog year: 2010 - 2011 

### Description:

This program prepares students for a career as a graphic designer. Graphic designers work with writers, publishers, photographers, printers, and other specialists in the field of visual communication design to communicate, inform, instruct, or sell. Students may work on publications, advertising, or the Internet. The program focuses on developing skills in basic design theory, concept development, typography, the major graphic design software, and knowledge of production techniques for print and electronic media as exhibited in a portfolio. Creative and artistic ability is required for careers in graphic design, as well as originality and capacity for experimentation in visual problem-solving. Students also need an aptitude for developing strong skills with desktop computers and graphics software programs.

### Contact Information:

Division: Business and Computer Technologies

School: School of Digital Media ArtsDepartment: Visual Arts Technology

Advisors: Lind Babcock, Kristine Willmann Graphic Design majors should see GDT faculty for academic advisors according to the first letter of their last name: Lind Babcock (A-L), Kristine Willmann (M-Z).

### Articulation:

College for Creative Studies, BFA degree;

Eastern Michigan University, several BS degrees.

Copies can be obtained from the Counseling Office, a program advisor, or from the Curriculum and Assessment Office Web site: <http://www.wccnet.edu/departments/curriculum/articulation.php?levelone=colleges>

### Admission Requirements:

Basic proficiency with desktop computers is required to enroll in GDT computer-based courses. Students with no or minimal computer skills are encouraged to take GDT 105, Introduction to Mac Graphics.

Note: Graphic Design computer-based courses are taught on Macintosh computers.

### General Education Requirements

(21 - 24 Credits)

<u>ENG 107</u> or	Technical Writing I	
<u>ENG 111</u>	Composition I	3 - 4
<u>COM 101</u>	Fundamentals of Speaking	3
<u>MTH 125</u> or	Everyday College Math	
<u>MTH 151</u>	Technical Algebra	3 - 4
<u>Nat. Sci.</u>	Elective(s)	3 - 4
<u>Soc. Sci.</u>	Elective(s)	3
<u>GDT 101</u>	History of Graphic Design	3
<u>Computer Lit.</u>	Elective(s)	3

### Major/Area Requirements

(47 Credits)

<u>GDT 100</u>	Typography I	4
<u>GDT 112</u>	Graphic Communication I	4
<u>GDT 127</u> or	<u>QuarkXPress for Print Publishing</u>	
<u>GDT 130</u>	InDesign for Print Publishing	4
<u>GDT 139</u>	Illustrator Graphics	4
<u>GDT 140</u>	Photoshop Graphics	4

<u>GDT 150</u>	Design for the Internet	4
<u>GDT 220</u>	Publication Design	4
<u>GDT 239</u>	Imaging and Illustration	4
<u>GDT 252</u>	Advanced Digital Studio	4
<u>GDT 259</u>	Graphic Communication II	4
<u>GDT 290</u>	Professional Practices	4
<u>INP 152</u>	Web Graphics I	3

**Minimum Credits Required for the Program:****68 - 71 Credits**

This website is for informational purposes only and is not to be construed as a binding offer or contract between WCC and the student. The information presented here is believed accurate, but is NOT guaranteed and is subject to change without notice.

For official information, see an Advisor.

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[Feedback & Suggestions](#)



## Program Information Report

### School of Digital Media Arts

Creativity abounds in the School of Digital Media Arts which encompasses the disciplines of animation, graphic design, internet professional, photography and video. The programs in Digital Media Arts introduce students to foundational skills in these disciplines and prepare them for creative jobs using those skills.

Washtenaw Community College offers programs at several levels for students who want to begin new careers, or advance in their existing careers. The first level is the certificate, which can vary from nine to thirty-six credits, depending on the field. Certificates generally prepare students for entry-level jobs.

The next level, an Associate Degree, is available for some programs. Credit hours from the certificate can be applied to the credit hours needed for the Associate Degree.

### Graphic Design

From the foundations of visual communication through production techniques, this field allows you to utilize your creative and artistic abilities.

#### Graphic Design (APGRD)

#### Associate in Applied Science Degree

**Program Effective Term: Fall 2011**

This program prepares students for a career as a graphic designer. Graphic designers work with writers, publishers, photographers, printers, and other specialists in the field of visual communication design to communicate, inform, instruct, or sell. Students may work on publications, advertising, or the Internet. The program focuses on developing skills in basic design theory, concept development, typography, the major graphic design software, and knowledge of production techniques for print and electronic media as exhibited in a portfolio. Creative and artistic ability is required for careers in graphic design, as well as originality and capacity for experimentation in visual problem-solving. Students also need an aptitude for developing strong skills with desktop computers and graphics software programs.

#### Articulation:

College for Creative Studies, BFA degree;  
Eastern Michigan University, several BS degrees.

Copies can be obtained from the Counseling Office, a program advisor, or from the Curriculum and Assessment Office Web site:  
<http://www.wccnet.edu/departments/curriculum/articulation.php?levelone=colleges>.

#### Program Admission Requirements:

Basic proficiency with desktop computers is required to enroll in GDT computer-based courses. Students with no or minimal computer skills are encouraged to take GDT 105, Introduction to Mac Graphics.

Note: Graphic Design computer-based courses are taught on Macintosh computers.

General Education Requirements		(21 credits)
ENG 107 or	Technical Writing I	
ENG 111	Composition I	3-4
COM 101	Fundamentals of Speaking	3
MTH 125 or	Everyday College Math	
MTH 151	Technical Algebra	3-4
Nat. Sci.	Elective(s)	3-4
Soc. Sci.	Elective(s)	3
GDT 101	History of Graphic Design	3
Computer Lit.	Elective(s)	3
Major/Area Requirements		(47 credits)
GDT 100	Typography I	4
GDT 112	Graphic Communication I	4
GDT 130	InDesign for Print Publishing	4
GDT 139	Illustrator Graphics	4
GDT 140	Photoshop Graphics	4
GDT 150	Design for the Internet	4
GDT 220	Publication Design	4
GDT 239	Imaging and Illustration	4
GDT 252	Advanced Digital Studio	4
GDT 259	Graphic Communication II	4

**Program Information Report**

GDT 290	Professional Practices	4
INP 152	Web Graphics I	3

**Minimum Credits Required for the Program:** **68**



**PROGRAM CHANGE OR DISCONTINUATION FORM**

**Program Code:** APGRD **Program Name:** GRAPHIC DESIGN

**Effective Term:** Fall 2008

**Division Code:** BCT **Department:** VISUAL ARTS TECHNOLOGY

**Directions:**

1. Attach the current program listing from the WCC catalog or Web site and indicate any changes to be made.
2. Draw lines through any text that should be deleted and write in additions. Extensive narrative changes can be included on a separate sheet.
3. Check the boxes below for each type of change being proposed. Changes to courses, discontinuing a course, or adding new courses as part of the proposed program change, must be approved separately using a Master Syllabus form, but should be submitted at the same time as the program change form.

**Requested Changes:**

- |   |   |
|---|---|
| <input type="checkbox"/> Review   | <input type="checkbox"/> Articulation information   |
| <input checked="" type="checkbox"/> Remove course(s): <b>INP140, INP176 &amp; GDT270</b>          | <input checked="" type="checkbox"/> Program admission requirements  |
| <input checked="" type="checkbox"/> Add course(s): <b>INP 152, GDT 130, GDT 150 &amp; GDT 259</b> | <input type="checkbox"/> Continuing eligibility requirements  |
| <input type="checkbox"/> Program title (title was _____)  | <input type="checkbox"/> Program outcomes   |
| <input checked="" type="checkbox"/> Description   | <input type="checkbox"/> Accreditation information  |
| <input type="checkbox"/> Type of award  | <input type="checkbox"/> Discontinuation (attach program discontinuation plan that includes transition of students and timetable for phasing out courses) |
| <input type="checkbox"/> Advisors   | <input type="checkbox"/> Other _____  |

Show all changes on the attached page from the catalog.

**Rationale for proposed changes or discontinuation:**

- INP faculty recommend replacing INP 140 with INP 152 in order to better prepare students for a website design course. GDT faculty agree that INP 140 and 176 are not serving the needs of GDT students.
- GDT 130 InDesign is a newly developed and offered course on Adobe's page layout software InDesign. InDesign is gaining in popularity. Students are comfortable using InDesign, as it "feels" like other Adobe software with which they are familiar. Students will be able to satisfy the program requirement for learning page layout software by completing either GDT 130, or the existing GDT 127 (QuarkXPress).
- The number of prerequisite overrides being given for GDT 105 indicate it is time to eliminate this course as a level one prerequisite to GDT computer-based courses. The program requirement will now be a more generic "desktop computer proficiency," with an accompanying notice that Macintosh computers are used in the Graphic Design program. GDT faculty will continue to recommend students take this course on an individual basis.
- Adding a note to the catalog Graphic Design program page letting students know that we use the Macintosh platform is due to the removal of the GDT 105 Intro to Mac Graphics program prerequisite. Students are informed they have the option of taking GDT 105. A note about needing basic computer skills and the departmental computer platform will appear in class schedules under the Graphic Design heading as well.

**Financial/staffing/equipment/space implications:** None

**List departments that have been consulted regarding their use of this program.** Internet Professional

**Signatures:**

Reviewer	Print Name	Signature	Date
Initiator	Lind Babcock	<i>Lind Babcock</i>	6/14/07
Department Chair	Jennifer Baker	<i>J. Baker</i>	6/22/07
Division Dean/Administrator	Rosemary Wilson	<i>Rosemary Wilson</i>	10/4/07
Vice President for Instruction	Roger Palay	<i>Roger D. Palay</i>	2/11/08

Do not write in shaded area. Entered in: Banner 2/25 C&A Database 2/25 Log File 11/13/07 Board Approval 11/20/07

Please submit completed form to the Office of Curriculum and Assessment and email an electronic copy to [sjohn@wccnet.edu](mailto:sjohn@wccnet.edu) for posting on the website.

**Program Information Report**

**School of Visual Arts**

**Graphic Design**

**Graphic Design (APGRD)**

**Associate in Applied Science Degree**

**Program Effective Term: Fall 2008**

This program prepares students for a career as a graphic designer. Graphic designers work with writers, publishers, photographers, printers, and other specialists in the field of visual communication design to communicate, inform, instruct, or sell. Students may work on publications, advertising, or the Internet. The program focuses on developing skills in basic design theory, concept development, typography, the major graphic design software, and knowledge of production techniques for print and electronic media as exhibited in a portfolio. Creative and artistic ability is required for careers in graphic design, as well as originality and capacity for experimentation in visual problem solving. Students also need an aptitude for developing strong skills with desktop computers and graphics software programs.

**Program Admission Requirements:**

Basic proficiency with desktop computers is required to enroll in GDT computer-based courses. Students with no, or minimal computer skills are encouraged to take GDT 105, Introduction to Mac Graphics.

Note: Graphic Design computer-based courses are taught on Macintosh computers.

**General Education Requirements (18 credits)**

ENG 107 or	Technical Writing I	3-4
ENG 111	Composition I	3
COM 101	Fundamentals of Speaking	3
MTH 125 or	Everyday College Math	3-4
MTH 151	Technical Algebra	3-4
Nat. Sci.	Elective(s)	3
Soc. Sci.	Elective(s)	3
GDT 101	History of Graphic Design	3

**Major/Area Requirements (47 credits)**

GDT 100	Typography I	4
GDT 112	Graphic Communication I	4
GDT 127 or	QuarkXPress for Print Publishing	4
GDT 130	InDesign for Print Publishing	4
GDT 139	Illustrator Graphics	4
GDT 140	Photoshop Graphics	4
GDT 150	Design for the Internet	4
GDT 220	Publication Design	4
GDT 239	Imaging and Illustration	4
GDT 252	Advanced Digital Studio	4
GDT 259	Graphic Communication II	4
GDT 290	Professional Practices	4
INP 152	Web Graphics I	3

**Minimum Credits Required for the Program:**

**65**

**Notes:**

Students must meet Computer and Information Literacy Graduation Requirement. See General Education Graduation Requirements

*page # in the index*

↓  
pg. 59 rename, can listed as Gen Ed. Course Requirements



PROGRAM CHANGE FORM

Program Code:

APGRD

Program Name:

Graphic Design

Effective Term:

Fall 2005

**Directions:**

1. Attach the current program listing from the WCC catalog and indicate any changes to be made.
2. Draw lines through any text that should be deleted and write in additions. Extensive narrative changes can be included on a separate sheet.
3. Check the boxes below for each type of change being proposed. Changes to courses, discontinuing a course, or adding new courses as part of the proposed program change, must be approved separately using a Course Syllabus Form, but should be submitted at the same time as the program change form.

**Requested Changes:**

☒ Remove Electives as listed in 2003/2004 (GDT 214, 259, 260, etc.) course(s)

☒ Add INP 140, INP 176\*, GDT 270\*\* course(s)

☒ Total credits: Current 66/72 credits After changes 64/67

Title (title was \_\_\_\_\_)

Description

Advisors

Articulation information

Program admission requirements

Continuing eligibility requirements

Program outcomes

Other \_\_\_\_\_

\* Course number change anticipated

\*\* New course to replace GDT 150, *Design for the Internet*

**Rationale for proposed changes:**

Changes reflect the joint efforts of INP and GDT to better prepare graphic design students with basic Web applications. Inclusion of INP 140 and INP 176 into the Graphic Design program enables students to concentrate on design applications in the GDT Web capstone course having had prior software instruction.

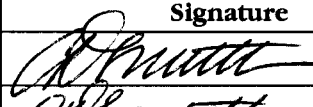

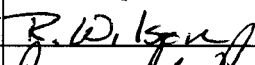
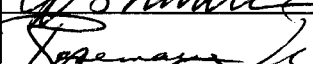
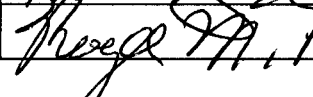
**Financial/staffing/equipment/space implications:**

This change better avails GDT instructors from INP who specialize in Web design.

**List departments that have been consulted regarding the use of this program.**

INP


**Signatures:**

Reviewer	Print Name	Signature	Date
Program Change Initiator	C. D. Guastella		2/7/05
Department Chair	C. D. Guastella		2/7/05
Division Dean/Administrator			2/25/05
Vice President for Instruction	Roger M. Palay		3/29/05


Office of Curriculum & Articulation Services  
2003

Program Change Form 8-

Access Program File

3/29 

Log

3/29 

Copied and Returned

\_\_\_\_\_

# Visual Arts Technology

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## Graphic Design (APGRD)

'UNDER CONSTRUCTION'

### Associate in Applied Science Degree

Program Effective Term: Fall 2005

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This program prepares students for a career as a graphic designer. Graphic designers work with writers, publishers, photographers, printers, and other specialists in the field of visual communication design to communicate, inform, instruct, or sell. Students may work on publications, advertising, the Internet, interactive media, exhibit graphics, signage, corporate identity, or packaging. The program focuses on developing skills in basic design theory, concept development, typography, the major graphic design software, and knowledge of production techniques for print and electronic media as exhibited in a portfolio. Creative and artistic ability is required for careers in graphic design, as well as originality and capacity for experimentation in visual problem solving. Students also need an aptitude for developing strong skills with desktop computers and graphics software programs.

#### Program Admission Requirements:

- A high school Macintosh-based course, or GDT 105 with a "C-" or better, or instructor permission is required to enroll in GDT computer-based courses.

#### Continuing Eligibility Requirements:

Students must demonstrate basic computer literacy skills by successfully passing the Computer and Information Literacy Test. The test may be taken at any point during the program, but must be completed before graduating.

#### General Education Requirements

(18 credits)

ENG 107 or	Technical Writing	
ENG 111	Composition I	3-4
COM 101	Fundamentals of Speaking	3
MTH 151 or	Technical Algebra	
MTH 163	Business Mathematics	3-4
Nat. Sci.	Elective(s)	3-4
Soc. Sci.	Elective(s)	3
GDT 101	History of Graphic Design	3

#### Major/Area Requirements

(46 credits)

GDT 100	Typography I	4
GDT 112	Graphic Communication I	4
GDT 127	QuarkXPress for Print Publishing	4
GDT 139	Illustrator Graphics	4
GDT 140	Photoshop Graphics	4
GDT 220	Publication Design	4
GDT 239	Imaging and Illustration	4
GDT 252	Advanced Digital Studio	4
GDT 270	Web site Design	4
GDT 290	Professional Practices	4
INP 140	Building a Web Site	3
INP 176	Web Animation I	3

Minimum Credits Required for the Program

64

# Graphic Design Semester Course Sequence (APGRD)

Successful completion of a semester-long high school Macintosh-based course, or completion of GDT 105 with a C or better, or completion of another GDT Macintosh-based course with a C or better, or instructor permission is required to enroll in GDT computer-based courses.

College level reading and writing and a Pre-Algebra Compass score of 37+ are prerequisites for all computer-based GDT courses.

FALL		Prerequisite(s)
Gened gdp #6	GDT 101 History of Graphic Design	3
	GDT 127 QuarkXPress for Print Publishing	4 GDT 105 or equivalent
	GDT 139 Illustrator Graphics	4 GDT 105 or equivalent
	GEN ED English 107/111	3/4
		<b>14/15</b>
WINTER		
	GDT 140 Photoshop Graphics	4 GDT 105 or equivalent
	GDT 100 Typography	4 GDT 139 and 127 (127 may be taken concurrently)
	INP 140 Building a Web site	3 (INP 099 or CIS 100 or CIS 110) <u>**needs changing for GRD majors</u>
	GEN ED Natural Science (Group 1)	3/4
		<b>14/15</b>
SPRING/SUMMER		
	GEN ED Math 151/163	3/4
	GEN ED Communications 101	3
		<b>6/7</b>
FALL		
	GDT 112 Graphic Communication I	4 (GDT 139 or GDT 140 or INP 152 or PHO 127)
	GDT 220 Publication Design	4 GDT 100 and (GDT 126 or 127) and (GDT 140 or 142)
	GDT 239 Imaging and Illustration	4 (GDT 140 or 142) and (GDT 138 or 139)
	INP 176 Web Animation I	3 (GDT 152 or GDT 139 or GDT 140)
		<b>15</b>
WINTER		
	GDT 270 Website Design	4 (new course and/or # forthcoming)
	GDT 252 Advanced Digital Studio	4 GDT 220
	GDT 290 Professional Practices	4 48 cr. in Graphic Design or Illustration program and consent
	GEN ED Social/Behav. Science (Group 1)	3
		<b>15</b>
		<b>64/67</b>

# Graphic Design Semester Course Sequence (APGRD)

*A high school Macintosh-based course, or successful completion of GDT 105, or instructor permission is required to enroll in GDT computer-based courses.*

## FALL

GDT 101	History of Graphic Design	3 <i>(being submitted for HUM Gen Ed credit)</i>
GDT 127	QuarkXPress for Print Publishing	4
GDT 139	Illustrator Graphics	4
GEN ED	English 107/111	3/4
		<b>14/15</b>

## WINTER

GDT 140	Photoshop Graphics	4
GDT 100	Typography	4
INP 140	Building a Web site	3
GEN ED	Natural Science (Group 1)	3/4
		<b>14/15</b>

## SPRING/SUMMER

GEN ED	Math 151/163	3/4
GEN ED	Communications 101	3
		<b>6/7</b>

## FALL

GDT 112	Graphic Communication I	4
GDT 220	Publication Design	4
GDT 239	Imaging and Illustration	4
INP 176	Web Animation I	3
		<b>15</b>

## WINTER

GDT 270	Website Design	4 <i>(new course forthcoming)</i>
GDT 252	Advanced Digital Studio	4
GDT 290	Professional Practices	4
GEN ED	Social/Behav. Science (Group 1)	3
		<b>15</b>

**64/67**

## General Education Requirements

ENG 107 or 111

Writing Elective(s)\* 3-4

Speech COM 101 Elective(s)\*\* 3

Math MTH 151 or 163 Elective(s)\*\*\* 3-4

Nat. Sci. Elective(s) 3-4

Soc. Sci. Elective(s) 3

Arts/Human. ~~Elective(s)~~ GDT 101 3

(18 Credits)

## Major/Area Requirements

GDT 100 Typography I

~~GDT 101 History of Graphic Design~~

GDT 112 Graphic Communication I

GDT 127 QuarkXPress for Print Publishing

GDT 139 Illustrator Graphics

GDT 140 Photoshop Graphics

~~GDT 150 Design for the Internet~~

GDT 220 Publication Design

GDT 239 Imaging and Illustration

GDT 252 Advanced Digital Studio

GDT 290 Professional Practices

~~46~~ Credits)

46 4

~~3~~

4

4

4

4

4

4

4

4

4

4

3-4

2-4

add

INP 140 3cr

INP 176 3cr

GDT 270 4cr

Complete one course from the following:

GDT 214, GDT 259, GDT 260

Complete one course from the following which

has not been previously taken: ART 112, GDT 174,

GDT 201, GDT 214, GDT 259, GDT 260, GDT 274,

INP 150, PHO 111, VID 101

## Minimum Credits Required for the Program:

56 Credits

Notes:

\*ENG 107 or ENG 111 is recommended

\*\*COM 101 is recommended

\*\*\*MTH 151 or MTH 163 is recommended

## Graphic Design (APGRD)

This program prepares students for a career as a graphic designer. Graphic designers work with writers, publishers, photographers, printers, and other specialists in the field of visual communication design to communicate, inform, instruct, or sell. Individuals may work on publications, advertising, the Internet, interactive media, exhibit graphics, signage, corporate identity or packaging. The program focuses on developing skills in basic design theory, concept development, typography, the major graphic design software, and knowledge of production techniques for print and electronic media as exhibited in a portfolio. Creative and artistic ability is required for careers in graphic design, as well as originality and capacity for experimentation in visual problem solving. Students also need an aptitude for developing strong skills with desktop computers and graphics software programs.

## Program Admission Requirements:

A high school Macintosh-based course, or GDT 105 with a "C" or better, or instructor permission is required to enroll in GDT computer-based courses.

## Continuing Eligibility Requirements:

Students must demonstrate basic computer literacy skills by successfully passing the Computer and Information Literacy Test. The test may be taken at any point during the program, but must be completed before graduating.

**Program Change Plan**  
Revision to Graphic Design (APGRD)

Effective Fall 2005

Program Requirements	Status of Course	Offered	Other information
GDT 214 Adv. Photoshop	Active (elective)	Fall 2005	May be used as sub.
GDT259 Graphic Comm II	Active (elective)	Fall 2005	May be used as sub.
GDT 260 Animated Graphics	To be terminated	Winter 2005	Discontinue Winter 2006
INP 140 Building a Website	APGRD requirement	Fall 2005	NA
INP 176 Web Animation	APGRD requirement	Fall 2005	NA
GDT 150 Design for the Internet	To be terminated	Fall 2005	NA
GDT 270 Website Design	New course	Winter 2006	INP program requirement

(INP affected and working with GDT on APGRD changes)

**Assessment Plan**  
Program Assessment Plan

Washtenaw Community College

**Title:** Graphic Design

**Award type:** Associate in Applied Science Degree

**Division:** BCT

**Code:** APGRD

**Department:** VAT (VISD)

Learning Outcomes	Assessm't Tool	When Assessed	Course/other	#Students/Evaluators
<b>1. Conceptual Development And Design Methodologies</b> <i>Conceptual Framework, Ideation, and Visual Problem-Solving</i>				
Students will identify communication goals, develop and apply problem-solving strategies and processes, and explore effective and dynamic solutions to visual communication needs.	Design Strategies	Three-year cycle beginning F/2008	GDT 290	25 students-random selection of project strategy papers and sketches (GDT faculty)
Students will identify, explain and produce graphic symbols. These symbols serve to represent and sometimes expand the interplay of denotative and connotative elements of the visual message	Project Summaries	Three-year cycle beginning F/2008	GDT 290	25 students-random selection project summaries/rationales. (GDT faculty)
<b>2. Principles of Design Theory-</b> <i>Principles of Graphic Design, Organization and Visual Theories</i>				
Students will create single and multi-page publications that demonstrate understanding and application of basic principles of graphic design, visual theory and visual organization.	Portfolio	Three-year cycle beginning F/2008	GDT 290	25 students-random selection of student portfolios (outside review and GDT faculty)
Students will exhibit understanding of design principles and theory by articulating critical analysis of visual communication design publications.	Critique (written papers)	Three-year cycle beginning F/2008	GDT 290	25 students-random selection of formal critique (GDT faculty)
<b>3. Visual Communication Design</b> <i>Structure and Imagery</i>				
Students will an ability to design effective visual communication through organization of design elements (including typography, imagery, line, color, shape and space)	Portfolio	Three-year cycle beginning F/2008	GDT 290	25 students-random selection of student portfolios (outside review and GDT faculty)

#### **4. Visual Literacy**

##### *History, Analysis and Semiotics*

Students will identify the influences of graphic design movements, styles, eras, technologies and designers of historical significance from the 19<sup>th</sup> century to the present.

Departmental Exam  
(course level)

Three-year cycle  
beginning F/2008

GDT 101

25 students-  
random selection  
of exams (GDT  
faculty)

Students will demonstrate in their work a competency of visual form and syntax evident in their understanding of Semiotics relevant to the message. (signifiers and

Portfolio

Three-year cycle  
beginning F/2008

GDT 290

25 students-  
random selection  
of course portfolios  
(outside review and  
GDT faculty)

what is signified)

#### **5. Typography**

##### *Evolution and Function*

Students will demonstrate comprehension of the fundamental principles of typography, type classification, anatomy of type, type as forma and texture, terminology, type as image, readability and legibility applied to display and text type, typographic relationships, composition basics and grid systems.

Departmental Exam  
(course level)

Three-year cycle  
beginning F/2008

GDT 100

25 students-  
random selection  
of exams (GDT  
faculty)

Portfolio

Three-year cycle  
beginning F/2008

GDT 290

25 students-  
random selection  
of student portfolios  
(outside review and  
GDT faculty)

#### **6. Technical Proficiency**

##### *Software and Preproduction Preparedness*

Students will demonstrate competency in using computer hardware and page layout, illustration and Web design software.

Portfolio

Three-year cycle  
beginning F/2008

GDT 290

25 students-  
random selection  
of exams (outside review  
and GDT faculty)

Students will demonstrate competency in preparing graphic design work for commercial publication.

Portfolio

Three-year cycle  
beginning F/2008

GDT 290

25 students-  
random selection  
of course portfolios  
(outside review and  
GDT faculty)



**Assessment Plan**  
Program Assessment Rubric

**Washtenaw Community College**

**Title:** Graphic Design

**Award type:** Associate in Applied Science Degree

**Division:** BCT

**Code:** APGRD

**Department:** VAT (VISD)

**Learning Outcomes**

**Refined**

**Excellent**

**Competent**

**Novice**

**1. Conceptual Development and Design Methodologies**

*Conceptual Framework, Ideation, and Visual Problem-Solving*

***Design Strategies (Design Evaluation)***

4

3

2

1

Students will identify communication goals, develop and apply problem-solving strategies and processes, and explore effective and dynamic solutions to visual communication needs.

***Project Summaries (Design Evaluation)***

4

3

2

1

Students will identify, explain and produce graphic symbols. These symbols serve to represent and sometimes expand the interplay of denotative and connotative elements of the visual message

**2. Principles of Design Theory**

*Principles of Graphic Design, Organization and Visual Theories*

***Portfolios (Design Evaluation)***

4

3

2

1

Students will create single and multi-page publications that demonstrate understanding and application of basic principles of graphic design, visual theory and visual organization.

***Critiques (Critique Evaluation)\****

4 (100-90)

3(89-80)

2(79-70)

1(69-below)

Students will exhibit understanding of design principles and theory by articulating critical analysis of visual communication design publications.

**3. Visual Communication Design**

*Structure and Imagery*

***Portfolio (Design Evaluation)***

4

3

2

1

Students will an ability to design effective visual communication through organization of design elements (including typography, imagery, line, color, shape and space)

**4. Visual Literacy**

*History, Analysis and Semiotics*

***Departmental Exam\*\****

4 (100-90)

3(89-80)

2(79-70)

1(69-below)

Students will identify the influences of graphic design movements, styles, eras, technologies and designers of historical significance from the 19<sup>th</sup> century to the present.

***Portfolio (Design Evaluation)***

4

3

2

1

Students will demonstrate in their work a competency of visual form and syntax evident in their understanding of Semiotics relevant to the message. (signifiers and what is signified)

## 5. Typography

### *Evolution and Function*

<i>Departmental Exam***</i>	4 (100-90)	3(89-80)	2(79-70)	1(69-below)
<i>Portfolio (Design Evaluation)</i>	4	3	2	1

Students will demonstrate comprehension of the fundamental principles of typography, type classification, anatomy of type, type as forma and texture, terminology, type as image, readability and legibility applied to display and text type, typographic relationships, composition basics and grid systems.

## 6. Technical Proficiency

### *Software and Preproduction Preparedness*

<i>Portfolio (Technical Proficiency Evaluation)</i>	4	3	2	1
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Students will demonstrate competency in using computer hardware and page layout, illustration and Web design software.

<i>Portfolio (Technical Proficiency Evaluation)</i>	4	3	2	1
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Students will demonstrate competency in preparing graphic design work for commercial publication.

\* Graded formal critique (see separate rubric)

\*\* Test scores compiled from GDT 100

\*\*\* Test scores compiled from GDT 101

## Design Evaluation

**Refined:** Unique stylistic expression with highest degree of skill competency

**Excellent:** Expressive design with superior skill competency evident in work

**Competent:** Inventive design strategy with evidence of advanced skill

**Novice:** Elementary design with no evidence of advanced skill

## Technical Proficiency Evaluation

**Refined:** Highest degree of skill competency evident in work

**Excellent:** Outstanding skill competency evident in work

**Competent:** Evidence of advanced skill

**Novice:** No evidence of advanced skill

## Critique Evaluation

Student writes a formal critique on the work of a peer or on a professional design.

The criteria for evaluation:

- |   |                  |
|---|------------------|
| 1. Grammar and Syntax (how well the paper was written)                              | 10 points        |
| 2. Success in identifying signifiers (formal qualities of the work being evaluated) | 20 points        |
| 3. Evaluation (how well has the student designed the criteria for evaluation)       | 20 points        |
| 4. Formal Analysis (how well is the student's evaluation supported)                 | 40 <i>POINTS</i> |
| 5. Presentation (design of the paper)   | 10 points        |

# CORE CURRICULUM PROGRAM ASSESSMENT

To be used to complete Core Curriculum Project and to be included in the 1993-94 College Catalog.

## VISUAL ARTS TECHNOLOGY

Graphic Design Technology - Design Option  
Associate in Technical Studies  
Degree Program: Code GDTD

Full-Time Sequence	Course Title	Credit Hours
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### First Semester (Fall)

GDT 100	Typography I .....	4
GDT 101	Design Survey.....	3
GDT 102	Computer-Aided Publishing.....	4
ART 112	Basic Design I .....	4
ENG 111	Composition I.....	<u>4</u>
		19

### Second Semester (Winter)

GDT 217	Computer Aided Publishing II.....	2
MTH 151	Technical Algebra (or MTH 163 - Business Math).....	3-4
GDT 112	Graphic Communication .....	4
GDT 215	Typography II.....	4
PHO 111	Photography .....	<u>4</u>
		19-20

### Third Semester (Fall)

GDT 226	Computer Aided Publishing III .....	4
GDT 238	Computer-aided Illustration.....	4
BMG	Restricted Business Elective .....	3-4
PLS 108	Government and Society .....	3
PSY 100	Intro to Psychology .....	<u>3</u>
		17-18

**Fourth Semester (Winter)**

GDT 230	Professional Practices .....	2
GDT 236	Specialized Study .....	2
GDT 240	Computer-aided Presentations .....	1
GDT 242	Computer-aided Imaging .....	4
SCI 100	Intro to Natural Sciences .....	1
Elective	Restricted Humanities Elective.* .....	<u>3</u>

13

**Total credit hours for program: 68-70**

\* Choose from list etc. ....

**Restricted Business Electives**

BMG 209	Entrepreneurship/Small Business Management .....	4
BMG 250	Principles of Marketing .....	3
BMG 270	Advertising Principles .....	3

**Restricted Humanities Electives**

ANT 201	Intro to Cultural Anthropology
ART 130	Art Appreciation
HUM 101	Intro to Humanities I
HUM 102	Intro to Humanities II
PHL 101	Intro to Philosophy

**Signatures**

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Department Chair

\_\_\_\_\_  
Date

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Dean

\_\_\_\_\_  
Date

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