

Graphic Communications

Description

The Graphic Communications program combines the creativity of graphic design and the technology of electronic publishing to prepare graduates for careers in graphic communications. Emphasis is placed on the use of the graphic design software to manipulate text, graphics and photos to create printed materials such as newsletters, flyers, display ads, forms, manuals, brochures and Web-based documents. First-year students work primarily online building design and layout skills using a variety of graphic production software. Second-year students continue to develop these skills through hands-on, classroom-based production experiences.

Program Outcomes

- Apply basic color theory, graphic design techniques and imaging operations.
- Apply problem-solving concepts to assigned tasks.
- Apply team-building techniques to accomplish specific team goals.
- Assess customer needs.
- Differentiate how work flows.
- Employ graphic software to produce documents.
- Manage files.
- Transfer files across platforms using a network.

*Associate of Applied Science Degree: 10-204-3
Campus: Fond du Lac and West Bend*

Career Opportunities

- Graphic Arts Technician
- Sales Representative
- Customer Representative
- Electronic Prepress Technician
- Layout Artist
- Electronic Publishing Technician

MPTC Yearly Salary Range for Recent Graduates

\$18,407 - \$35,097

Admission Process

- Submit the college admission application.
- Submit the \$30 one-time fee.
- Submit high school/other official college transcripts.
- Take the college placement assessment (ACCUPLACER, ACT or other).
- Meet with an admissions specialist to determine the best course sequencing and prerequisites (strongly encouraged).
- Check with Admissions if any additional steps are required.



For additional information, visit
www.morainepark.edu
Beaver Dam **Fond du Lac**
 700 Gould Street 235 North National Avenue
 Beaver Dam, WI 53916-1994 Fond du Lac, WI 54935-2884
920-924-3207
West Bend TTY 920-929-2109
 2151 North Main Street 1-800-472-4554
 West Bend, WI 53090-1598

Course Number	Course Title	Year	2009-2010					2010-2011													
			Ct.	S	F	W	P	S	F	W	P										
Technical Studies Courses																					
103-170	Beginning Photoshop	2																			
103-172	QuarkXPress	2																			
103-174	InDesign	2																			
104-160	Marketing Basics	1																			
106-138	Computer Essentials	2																			
111-101	Introduction to Graphic Communication	3																			
152-107	Graphics for the Web	2																			
196-189	Team Building and Problem Solving	3																			
204-111	Typography	3																			
204-121	Publishing Principles	2																			
204-131	Electronic Photographics With Photoshop	3																			
204-141	Electronic Illustration With Adobe Illustrator	2																			
204-144	Electronic Illustration 2 With Vector Graphics	3																			
204-163	Acrobat PDF	2																			
204-165	Principles of Graphic Design	2																			
204-166	Graphic Design for Printing	3																			
204-171	Prepress Production and Planning: Workflow	3																			
204-172	Prepress Production and Planning 2 With Digital Output	3																			
204-181	Prepress Process (Color)	3																			
General Studies Courses																					
801-195	Written Communication	3																			
801-196	Oral and Interpersonal Communication	3																			
801-198	Speech	3																			
804-106	Introduction to College Mathematics	3																			
809-166	Introduction to Ethics: Theory and Application	3																			
809-196	Introduction to Sociology	3																			
809-199	Psychology of Human Relations	3																			
Students must choose an additional three credits of electives.		3																			
Total		70																			
A Graphic Communications Exit Assessment is a graduation requirement for this program.																					
Schedule a Course Academic Planner																					
Institutional Requirements																					
890-125	Student Success - take 1st semester																				
103-159	Computer Literacy/Advanced Standing - take 1st semester																				
890-130	Career Development - take 3rd semester																				

Semester Codes: S - Summer F - Fall W - Winter P - Spring

For information on how program credits transfer to a four-year college, please visit us at www.morainepark.edu/academics/transfer.

For course descriptions, please visit our Web site at www.morainepark.edu.