# Graphic Design

**Degree Type**
Associate in Applied Science-Transfer Degree

The graphic design program prepares students for professional practice in the extended field of graphic design and visual communications. The program builds a first-year foundation of aesthetic and technical skills covering the principles of design, creative problem solving, design history, photography and typography.

The second year allows students to progress into advanced study of graphic and web design practices encompassing portfolio building that enable them to put theory to practice. Students can learn to effectively communicate ideas and information in a variety of traditional, digital, print, packaging, web and other media formats. They can develop essential skills through practical hands-on experience, real client project work and a focus on professional skills and building a portfolio of work.

The program prepares graduates for employment in various design-related industries and fields, including graphic design firms, publishing, advertising, media/printing/ editing, animation, or web design/development, and in careers such as freelance designers, production designers or coordinators, content managers or publishers, marketing communications specialists, or entry-level web or graphic designers.

Students can learn to inform, motivate, engage, and entertain an audience through visual communication. This program trains students for careers in marketing, communication, advertising and related design fields.

## Required courses: Associate in Applied Science-Transfer

*Offered at Wenatchee campus*

*Each graphic design class builds on the knowledge from the previous class in the sequence. Students will gain the most benefit by proceeding through the classes sequentially starting fall quarter.*

| Total Credits | 90 |
|---|---|

**Course Sequencing**

## First Year - Fall Quarter

| Course ID | Title | Credits |
|---|---|---|
| ART 130 | Graphic Design Technology I | 5.0 |
| ART 134 | Introduction to Graphic Design | 5.0 |
| ENGL& 101 | Composition: General | 5.0 |

## First Year - Winter Quarter

| Course ID | Title | Credits |
|---|---|---|
| ART 135 | Graphic Design I | 5.0 |
| ART 137 | Typography | 5.0 |
| | Humanities (CMST& 101 recommended) | 5.0 |

# First Year - Spring Quarter

| Course ID | Title | Credits |
|---|---|---|
| ART 131 | Graphic Design Technology II | 5.0 |
| ART 138 | Digital Photography | 5.0 |
| ART 139 | Publication Design & Layout | 5.0 |

# Second Year - Fall Quarter

| Course ID | Title | Credits |
|---|---|---|
| ART 233 | Packaging Design | 5.0 |
| ART 234 | Graphic Design II | 5.0 |
| | Social Science (PSYC& 100 recommended) | 5.0 |

# Second Year - Winter Quarter

| Course ID | Title | Credits |
|---|---|---|
| ART 235 | Web Graphic Design | 5.0 |
| | Elective (BUS 241 recommended) | 5.0 |
| | Elective (ART 110 or ART 210 recommended) | 5.0 |

# Second Year - Spring Quarter

| Course ID | Title | Credits |
|---|---|---|
| ART 236 | Graphic Design- Branding | 5.0 |
| | MATH& 107 or PHIL 120 | 5.0 |
| | Elective (BUS 245 recommended) | 5.0 |

*ENGL& 101, MATH&107, PHIL 120: Placement score required*

# Program outcomes

Upon completing AAS-T degree in Graphic Design, students should be able to:

- Display proficiency with Graphic Design digital software packages.
- Demonstrate a clear understanding of the design process as it is applied in the industry.
- Demonstrate a clear understanding of design production, project work-flow, and construction of digital files meeting industry standards.
- Demonstrate the ability to apply design concepts to a variety of print, web, and digital media.
- Have created a portfolio, online and/or physical, to present their body of work to potential employers.
- Have opportunities to transfer to area universities and continue their education.
- Qualify for entry-level jobs in the design industry.

Students may find work in design studios, interactive studios, advertising agencies, corporate marketing departments and other businesses involved in the creation and production of design and communication projects.

# Humanities (CMST& 101 recommended)

**Elective Credits**  5.0

| Course ID | Title | Credits |
|---|---|---|
| CMST& 101 | Introduction to Communication | 5.0 |

# Social Science (PSYC& 100 recommended)

**Elective Credits** 5.0

| Course ID | Title | Credits |
|---|---|---|
| PSYC& 100 | General Psychology | 5.0 |

# Elective (BUS 241 recommended)

**Elective Credits** 5.0

*Recommended Electives:*

| Course ID | Title | Credits |
|---|---|---|
| ART& 100 | Art Appreciation | 5.0 |
| ART 107 | 3D Design Introduction to Sculpture | 5.0 |
| ART 110 | Drawing I | 5.0 |
| ART 111 | Figure Drawing I | 5.0 |
| ART 116 | Drawing: Figure II | 5.0 |
| ART 117 | Drawing: Figure III | 5.0 |
| ART 132 | 3D Digital Design 1:Intro to 3D Computer Aided Modeling | 5.0 |
| ART 133 | 3D Digital Design 2: Advanced Modeling, Rendering and Presentation | 5.0 |
| ART 141 | Illustration I | 5.0 |
| ART 142 | Illustration II | 5.0 |
| ART 143 | Natural Science Illustration | 5.0 |
| ART 201 | Art History Survey: Ancient to Medieval | 5.0 |
| ART 202 | Art History Survey: Renaissance | 5.0 |
| ART 203 | Art History Survey: Modern | 5.0 |
| ART 210 | Painting I | 5.0 |
| ART 211 | Painting II | 5.0 |
| ART 220 | Painting: Advanced | 5.0 |
| BUS& 101 | Introduction to Business | 5.0 |
| BUS 241 | Principles of Marketing | 5.0 |
| BUS 245 | Small Business Management | 5.0 |
| CMST 130 | Survey of Digital Communications | 5.0 |

# Elective (ART 110 or ART 210 recommended)

**Elective Credits** 5.0

*Recommended Electives:*

| Course ID | Title | Credits |
|-----------|-------|---------|
| ART& 100 | Art Appreciation | 5.0 |
| ART 107 | 3D Design Introduction to Sculpture | 5.0 |
| ART 110 | Drawing I | 5.0 |
| ART 111 | Figure Drawing I | 5.0 |
| ART 116 | Drawing: Figure II | 5.0 |
| ART 117 | Drawing: Figure III | 5.0 |
| ART 132 | 3D Digital Design 1:Intro to 3D Computer Aided Modeling | 5.0 |
| ART 133 | 3D Digital Design 2: Advanced Modeling, Rendering and Presentation | 5.0 |
| ART 141 | Illustration I | 5.0 |
| ART 142 | Illustration II | 5.0 |
| ART 143 | Natural Science Illustration | 5.0 |
| ART 201 | Art History Survey: Ancient to Medieval | 5.0 |
| ART 202 | Art History Survey: Renaissance | 5.0 |
| ART 203 | Art History Survey: Modern | 5.0 |
| ART 210 | Painting I | 5.0 |
| ART 211 | Painting II | 5.0 |
| ART 220 | Painting: Advanced | 5.0 |
| BUS& 101 | Introduction to Business | 5.0 |
| BUS 241 | Principles of Marketing | 5.0 |
| BUS 245 | Small Business Management | 5.0 |
| CMST 130 | Survey of Digital Communications | 5.0 |

# MATH& 107 or PHIL 120

**Elective Credits**  5.0

# Elective (BUS 245 recommended)

**Elective Credits**  5.0

*Recommended Electives:*

| Course ID | Title | Credits |
| --- | --- | --- |
| ART& 100 | Art Appreciation | 5.0 |
| ART 107 | 3D Design Introduction to Sculpture | 5.0 |
| ART 110 | Drawing I | 5.0 |
| ART 111 | Figure Drawing I | 5.0 |
| ART 116 | Drawing: Figure II | 5.0 |
| ART 117 | Drawing: Figure III | 5.0 |
| ART 132 | 3D Digital Design 1:Intro to 3D Computer Aided Modeling | 5.0 |
| ART 133 | 3D Digital Design 2: Advanced Modeling, Rendering and Presentation | 5.0 |
| ART 141 | Illustration I | 5.0 |
| ART 142 | Illustration II | 5.0 |
| ART 143 | Natural Science Illustration | 5.0 |
| ART 201 | Art History Survey: Ancient to Medieval | 5.0 |
| ART 202 | Art History Survey: Renaissance | 5.0 |
| ART 203 | Art History Survey: Modern | 5.0 |
| ART 210 | Painting I | 5.0 |
| ART 211 | Painting II | 5.0 |
| ART 220 | Painting: Advanced | 5.0 |
| BUS& 101 | Introduction to Business | 5.0 |
| BUS 241 | Principles of Marketing | 5.0 |
| BUS 245 | Small Business Management | 5.0 |
| CMST 130 | Survey of Digital Communications | 5.0 |