

ABOUT THE PROGRAM

Have you been told you have creative and visualization skills? Do you enjoy analyzing design decisions and often think it could have been done better? If you are attracted to the design elements of color, type, shape, illustration, and layout, then creating web sites and print-ready design solutions can be a very satisfying career choice. Graphic and web designers often thrive on competition and creative license; however, they must constantly adapt to the best solutions for the client. This field can draw out your creative talents and expand your business and marketing expertise. A minimum keyboarding skill of 25 wpm is recommended.

PROGRAM OUTCOMES

- Apply the principles of design to develop strategic marketing and communication products and services.
- Demonstrate proficiency in the use of design software, tools, and technology.
- Implement creative solutions from concept through completion using a formal process.
- Apply effective legal and ethical business practices and project management skills.
- Communicate artwork rationale in formal and informal settings.

CAREER AND EDUCATION ADVANCEMENT OPPORTUNITIES

Lakeshore credits transfer to over 30 universities. For more information visit gotoltc.edu/future-students/transfer.

ADMISSIONS AND FIRST SEMESTER ENROLLMENT STEPS

- Submit online application.
- Complete the online Student Success Questionnaire.
- Complete Student Success Tutorial prior to meeting with your program counselor.
- Schedule your 1st Time Program Counseling/Registration Session with your assigned program counselor to plan your first semester schedule, review your entire plan of study and discuss the results of the Student Success Questionnaire.

**Submit transcripts and test scores (optional, highly recommended): College transcripts, along with high school transcripts and test scores from within the last five years, used for course registration. Official transcripts needed for transferring college credit(s) and for financial aid purposes.*

APPROXIMATE COSTS

\$149.50 per credit tuition (WI resident) plus \$8.97 per credit student activity fee. Material fee varies depending on course. Other fees vary by program. Visit gotoltc.edu/financial-aid/tuition-and-fees for details.

FINANCIAL AID

This program is eligible for financial aid. Visit gotoltc.edu/Financial-Aid or talk with your Admissions Advisor about how to apply for aid.

SPECIAL NOTES

- Students are required to purchase specific Adobe Creative Cloud software. A student discount price is available at adobe.com.
- Students will be required to purchase hosting and domain registration in Term 3. The approximate cost is \$50.

CONTACT

Lakeshore Admissions Advisor
 920.693.1366 • Admissions@gotoltc.edu

Catalog No.	Class Title	Credit(s)
Term 1		
10201101	Design Fundamentals	3
10201108	Photoshop	3
10201109	Illustration	3
10801136	English Composition 1	3
10104102	Principles of Marketing	3
		15
Term 2		
10103121	Excel - Level 1	1
10103191	Word - Level 1	1
10152196	Web Development 1	3
10201110	InDesign	3
10201114	Typography	2
10201202	Digital Photography	3
10809198	Introduction to Psychology	3
		16
Term 3		
10152122	Multimedia Concepts	3
10201117	Career Essentials	2
10201118	Advancements in Web and Development	2
10201173	Website Development Advanced	3
10801196	Oral/Interpersonal Communication	3
10809196	Introduction to Sociology OR 10809172 Introduction to Diversity Studies	3
		16
Term 4		
10104125	Social Media Strategy	3
10201103	Advanced Computer Graphics	3
10201105	Internship for Graphic and Web Design	1
10201113	Print Design and Publication	3
10804189	Introductory Statistics	3
		13
		TOTAL 60

Curriculum and program acceptance requirements are subject to change. Program start dates vary; check with your program counselor for details. The tuition and fees are approximate based on 2024-2025 rates and are subject to change prior to the start of the academic year.

ADVANCED COMPUTER GRAPHICS...provides the learner with enhanced knowledge and skill in the use of design, illustration, and page layout software through the creation of a variety of design projects. Emphasis is on original, strong images and type integration, as well as preparing files for press. Students must participate in the spring portfolio show. PREREQ: 10201101 Design Fund, 10201110 InDesign, 10201173 or 10152118 or 10201119 Website Dev Advanced and COREQ: 10152106 Integrated Web Concepts and 10201113 Publication Design and CONDITION: 102012 Graphic and Web Design admission requirements met

ADVANCEMENTS IN WEB AND DEVELOPMENT...will explore the latest trends in Web design and development. Students will apply advanced techniques to create progressive and contemporary websites.

CAREER ESSENTIALS...will teach students how to create effective career documents for a job search such as Graphic and Web Designer including resume, business card, and cover letter. Students will also learn how to set up a freelance business, how to find jobs as a freelancer, and the basics of owning their own business. Students will analyze their design strengths and gather portfolio artifacts that showcase their skills in the Graphic and Web Design field. COREQUISITE: 10201173 Web Development Advanced or 10201119 Web Development Advanced

DESIGN FUNDAMENTALS...introduces the learner to the elements of art (line, texture, color, shape and value.) Students will investigate how these elements can be manipulated using various principles of design to achieve different effects. Basic color theory, historic eras, and emerging trends will be covered.

DIGITAL PHOTOGRAPHY...prepares students to understand photographic principles and file manipulation. Through in-class discussions, audio visuals, camera demonstrations, and in-the-field shooting sessions, the individual will learn shooting and lighting techniques designed to capture a better image. Printing, cropping, retouching and file management will also be covered. PREREQUISITE: 10201108 Photoshop

ENGLISH COMPOSITION 1...is designed for learners to develop knowledge and skills in all aspects of the writing process. Planning, organizing, writing, editing and revising are applied through a variety of activities. Students will analyze audience and purpose, use elements of research, and format documents using standard guidelines. Individuals will develop critical reading skills through analysis of various written documents. COREQUISITE: Writing placement assessment or equivalent AND Reading placement assessment or equivalent

EXCEL - LEVEL 1...introduces the student to spreadsheet features such as creating, saving, editing, navigating, formatting worksheets; entering formulas and functions; working with charts; and developing multiple-sheet workbooks.

ILLUSTRATION...prepares the learner to use Adobe's standard vector graphics software to create digital art. The course will cover the basics of computer illustration and its use in print and web media. Students will work with objects, the pen, brushes, text, color, special effects, symbols, and gradients as they create portfolio-quality art.

INDESIGN...prepares the learner to use a professional page layout program. Learners will develop brochures, mailers, business documents and newsletters by implementing text layout techniques, using multiple master pages, managing styles, using text adjustment tools, working with libraries, and managing long documents for print production. Projects developed will be used to build the students' portfolio. PREREQUISITE: 10201101 Design Fundamentals and 10201108 Photoshop

INTERNSHIP FOR GRAPHIC AND WEB DESIGN...requires students to complete 72 hours of performing work in a business/industrial service setting related to their program objectives. Students are responsible for seeking and obtaining the internship workstation position. Course requirements include maintaining a log of work activities, identifying and receiving approval from the job supervisor and instructor, and completing a work-related project. The field study may be substituted based on instruction decision. Students meet periodically at LTC. COREQUISITE: 10201113 Publication Design and CONDITION: Verification of eligibility by the Internship Coordinator

INTRODUCTION TO PSYCHOLOGY...introduces students to a survey of the multiple aspects of human behavior. It involves a survey of the theoretical foundations of human functioning in such areas as learning, motivation, emotions, personality, deviance and pathology, physiological factors, and social influences. It directs the student to an insightful understanding of the complexities of human relationships in personal, social, and vocational settings. COREQUISITE: Reading placement assessment or equivalent

INTRODUCTION TO SOCIOLOGY...introduces students to the basic concepts of sociology: culture, socialization, social stratification, multi-culturalism, and the five institutions, including family, government, economics, religion, and education. Other topics include demography, deviance, technology, environment, social issues, social change, social organization, and workplace issues. COREQUISITE: Reading placement assessment or equivalent

INTRODUCTORY STATISTICS...prepares students to display data with graphs, describe distributions with numbers perform correlation and regression analyses, and design experiments. They use probability and distributions to make predictions, estimate parameters, and test hypotheses. They draw inferences about relationships including ANOVA. COREQUISITE: Math placement assessment or equivalent AND Reading placement assessment or equivalent

MULTIMEDIA CONCEPTS...will teach students how to create various multimedia elements including video, audio, and basic animation. PREREQUISITE: 10152196 Web Development 1

ORAL/INTERPERSONAL COMMUNICATION...provides students with the skills to develop speaking, verbal and nonverbal communication, and listening skills through individual speeches, group activities, and other projects. COREQUISITE: Reading placement assessment or equivalent

PHOTOSHOP...introduces the learner to using Adobe Photoshop to edit, enhance, and combine digital images which are prepared for print and web media. Topics will include photo correction, masks, channels, page backgrounds, brushes and optimizes images for web use.

PRINCIPLES OF MARKETING...introduces the student to the consumer decision process model, the bases used to segment a market, basic concepts about goods, services, and ideas, the nature of supply chain and distribution, integrated marketing communications, and the stages of the product life cycle and their impact on the marketing mix.

PRINT DESIGN AND PUBLICATION...will focus on creating and designing print material using desktop publishing software. The emphasis is on design and preparing files for print. A variety of documents, including brochures, annual reports, flyers, magazine articles, and multipage documents are created. Students also explore packaging design fundamentals using dielines and folds. PREREQUISITE: 10201110 InDesign, 10201108 Photoshop, 10201109 Illustration

SOCIAL MEDIA STRATEGY...explores current and up-and-coming online platforms, applications, and tracking methods for social media and determine how they are revolutionizing the marketing landscape. You will set up social media accounts, learn basic terminology, and incorporate best practices into marketing strategies. You will learn which platforms fit best with an organization's strategic goals, how to integrate content across them, interpret the analytics, and tailor them to maximize results.

TYPOGRAPHY...introduces the learner to the fundamentals of Typography. Emphasis is on the structure and form of type and how it is used in contemporary graphic design. Projects explore the history of type, and the creation of design using type elements. PREREQUISITE: 10201109 Illustration and CONDITION: 102012 Graphic and Web Design admission requirements met

WEB DEVELOPMENT 1...introduces the students to web page design principles and proceeds to teach students how to create their own visually appealing designs for the web. Students will have hands-on experience using current versions of Hypertext Markup Language (HTML) and Cascading Style Sheets (CSS) to code and format accessible, valid, and optimized websites. Websites will be published live on the web using FTP. Students also explore recent trends in web design and development.

WEBSITE DEVELOPMENT ADVANCED...builds on student knowledge of web design software. Student knowledge is extended beyond basic page design to include web page interaction and dynamic page building. Students will have hands-on experience developing complex web pages. PREREQUISITE:10152196 Web Development 1

WORD - LEVEL 1...introduces the student to word processing features such as creating, saving, editing, navigating, and formatting the content of multi-page documents.