

# Graphic Design

NICOLET



AREA TECHNICAL  
COLLEGE

PROGRAM  
SHEET



ARTS, COMMUNICATIONS

## Possible Careers

- Graphic Designer
- Art Education
- Web Page Design and Multimedia
- Arts Management
- Fine Arts
- Art Therapy

## Salary Information

Average wage was \$13.69 an hour for 2007 Wisconsin Technical College Graphic Design graduates. Average annual salary was \$29,149.

## Associate Degree – 69 credits

Graphic designers create art to communicate ideas, thoughts, or feelings for commercial clients such as major corporations, retail stores, advertising agencies, design and publishing firms. Graphic designers use a variety of print, electronic, web, and film media to create designs that meet client needs. They develop the overall layout and design of magazines, newspapers, journals, corporate reports, Internet web pages, and other publications. Many graphic designers work on a freelance project-by-project arrangement while working on a contract basis with other companies.

The Graphic Design program prepares students to creatively, ethically, and responsibly work in a variety of graphics, advertising, and web-related jobs at the entry level. Students may obtain a technical degree or elect to continue their education with a degree for university transfer in the fine arts.

we are  
futuremakers

# Graphic Design

## Graphic Design Degree Program Outcomes

- 1) Demonstrate effective verbal, non-verbal and written communication skills.
- 2) Demonstrate critical thinking by coordinating the work between the client, the printer (or ISP provider) and the designer.
- 3) Demonstrate critical thinking by educating the client regarding the project and any potential problems.
- 4) Demonstrate an understanding of cultural, social, political, environmental and historical aspects of our world as it pertains to client centered projects.
- 5) Demonstrate critical thinking and creative thought processes to problem solve client's design needs.
- 6) Demonstrate drawing and painting skills provide thumbnail ideas or illustrations to the client.
- 7) Demonstrate computer-related skills to build files capable of going to press or going online.
- 8) Demonstrate self-directed learning by utilizing design periodicals and other design examples to inspire new designs.
- 9) Demonstrate effective use of current methods in typography design in completed projects.
- 10) Demonstrate effective use of current methods in graphic design in completed project.
- 11) Demonstrate and integrate an understanding of economic considerations in the design process.
- 12) Demonstrate ethical behavior by taking steps to make sure copyright is considered when using art not created by the designer or client, including Fair Use and derivatives.

Curriculum	Credits
<b>Fall Semester</b>	
*10-201-105 Drawing	
<b>OR</b> 20-815-205 Drawing . . . . .	3
*10-201-109 Design	
<b>OR</b> 20-815-209 Design . . . . .	3
*10-201-113 Painting	
<b>OR</b> 20-815-213 Painting	
<b>OR</b> 10-815-215 Watercolor . . . . .	3
*10-201-140 Basic Photography	
<b>OR</b> 20-815-240 Basic Photography . . . . .	3
*10-801-195 Written Communications	
<b>OR</b> 20-801-219 English Composition 1 . . . . .	3
10-801-196 Oral/Interpersonal Communications	
<b>OR</b> 20-801-201 Fundamentals of Speech. . . . .	3
	<b>18</b>
<b>Spring Semester</b>	
*10-201-101 Art Appreciation	
<b>OR</b> 20-815-201 Art Appreciation . . . . .	3
*10-201-175 Computer Graphics	
<b>OR</b> 20-815-275 Computer Graphics . . . . .	3
*10-201-181 Graphic Design	
<b>OR</b> 20-815-281 Graphic Design. . . . .	3
*10-201-182 <b>Web Page Design</b>	
<b>OR</b> 20-815-282 <b>Web Page Design</b> . . . . .	3
10-801-197 Technical Reporting	
<b>OR</b> 20-801-223 <b>English Composition II</b> . . . . .	3
10-809-197 Contemporary American Society	
<b>OR</b> 20-809-271 Introductory Sociology. . . . .	3
	<b>18</b>
<b>Fall Semester</b>	
*10-201-150 <b>Intermediate Design</b>	
<b>OR</b> 20-815-250 <b>Intermediate Design</b> . . . . .	3
*10-201-176 <b>Adv. Computer Graphics</b>	
<b>OR</b> 20-815-276 <b>Adv. Computer Graphics</b> . . . . .	3
*10-201-183 <b>Typography</b>	
<b>OR</b> 20-201-183 <b>Typography</b> . . . . .	3
*10-201-185 <b>Interactive Multimedia</b>	
<b>OR</b> 20-815-285 <b>Interactive Multimedia</b> . . . . .	3
10-809-199 Psychology of Human Relations	
<b>OR</b> 20-809-251 Introduction to Psychology. . . . .	3
	<b>15</b>
<b>Spring Semester</b>	
*10-201-110 Life Drawing	
<b>OR</b> 20-815-210 Life Drawing. . . . .	3
*10-201-170 <b>Graphic Design Portfolio</b>	
<b>OR</b> 20-815-270 <b>Graphic Design Portfolio</b> . . . . .	3
*10-201-184 <b>Intro. to Digital Media</b>	
<b>OR</b> 20-815-284 <b>Intro. to Digital Media</b> . . . . .	3
10-804-123 Math with Business Applications	
<b>OR</b> 20-804-220 <b>Intermediate Algebra</b> . . . . .	3
10-809-166 Intro to Ethics: Theory & Applications	
<b>OR</b> 20-809-225 Ethics . . . . .	3
Elective . . . . .	3
	<b>18</b>
<b>Total Credits</b>	<b>69</b>

Accuplacer Placement-Writing Skills . . . . .	93+
Accuplacer Placement-Reading Skills . . . . .	88+
Accuplacer Placement-Numerical Skills . . . . .	83+

Suggested Electives:  
10-201-190 **Graphic Design Internship**

\*Students must have a grade of "C" or better to progress in core courses in the following semester and a grade of "C" or better in all core courses to graduate. A cumulative G.P.A. of a minimum of 2.0 is required for graduation.

**Bold indicates courses with prerequisites and/or co-requisites.** Be sure to check course descriptions for course sequences and prerequisites.



Nicolet College Admissions Office  
715.365.4451 or 800.544.3039 ext. 4451  
inquire@nicoletcollege.edu  
University Transfer Center Room 210  
5364 College Drive  
Rhineland, WI 54501  
[www.nicoletcollege.edu](http://www.nicoletcollege.edu)