

# Communication Design, Certificate

## GRAPHICS AND PUBLISHING

### School of Art, Humanities, Social Sciences and Public Service

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The Communication Design, Graphics and Publishing Certificate provides students with the basic skills and knowledge of design theory and industry-based technology to produce graphic art and visual materials necessary to effectively communicate visual and conceptual information through digital publishing, specialty graphics, and commercial printing and digital printing output. Courses included in this certificate may be applied toward the Communication Design AAS degree.

#### Career Opportunities

Students can become entry-level production layout artists and customer service and sales for small and medium-sized business, advertising firms, and publishing and printing industries. About 29 percent of individuals are self-employed professionals working on creative and technical projects. Employment is projected to increase by 13 percent from 2010 to 2020, about as fast as the average for all occupations.

#### Program Learning Outcomes

Upon successful completion of this program, students will be able to:

- Demonstrate proficiency with Apple computers, Adobe design software and various print and prepress production techniques and processes.
- Integrate design and typographic principles, appropriate tools, materials and processes to create, edit and troubleshoot digital elements for print and web communications.
- Communicate effectively, develop appropriate attitudes, soft skills and work habits while working collaboratively within a creative team or independently.

Sugg. Term	Seq #	Course ID	Course Title	Cr.	Term Offered	Prereq(s)	Options Available
Fall	1	PDV 101	First Year Seminar	1	F, Sp, Su		
	2	GCT 100	Design Technology I	1	F, Sp		
	3	GCT 115	Design & Layout I	3	F, Sp		
	4	GCT 131	Type & Publishing I	3	Sp		
Spring	5	GCT 151	Art & Illustration I	3	F, Sp		
	6	GCT 155	Environmental Graphic Design I	3	Sp	Corequisite GCT 151	
	7	GCT 161	Creative Imaging I	3	F,Sp,		

Total Program Credits

17