

Lakeland

COMMUNITY COLLEGE

PROGRAM GUIDE

Applied Studies Division

Graphic Design

- Associate of Applied Business Degree in Graphic Design
- Graphic Design for the Web Certificate
- Photography Certificate

CHROMATIC HARMONY

Beethoven

Symphony No. 5 in C minor,
Opus 67
Allegro con brio,
Andante con moto,
Allegro, Allegro

Brahms

Symphony No. 1 in C minor,
Opus 68
Allegro, Andante,
Allegretto grazioso,
Allegro non troppo

Chopin

Concerto No. 2 in F minor,
Opus 21
Maestoso,
Larghetto,
Allegro vivace

Cleveland
Symphony

Severance
Hall Saturday
June 4th
7:30pm

Opportunity
starts **HERE**
lakelandcc.edu

Graphic Design

A graphic designer is a visual problem solver: they plan, analyze and create visual solutions to communication problems. In order to solve these problems, a designer must be skilled in the use of typography, design, color, layout, packaging, illustration, photography, production, computer software, marketing, advertising and presentation.

From complex product packaging, to simple flyers, posters or brochures, the range of projects that graphic designers have their hand in is endless. Other examples include: logo creation, catalogs, and magazine and newspaper layouts.

Career Opportunities

Employment of graphic designers is expected to grow three percent through 2028 as demand continues to increase for interactive media, websites, video games, and other technologies. Career opportunities are available as graphic designers, art directors, pre-press artists, typographers, and graphic arts sales representatives. Various working environments include design studios, advertising agencies, corporate art departments, publishing houses, print shops, display houses, television stations, and newspapers.
Source: [bls.gov/ooh](https://www.bls.gov/ooh).

Lakeland's Program

The graphic design program at Lakeland is a blend of creative design, drawing and marketing courses that professionals need to be successful. Classes are taught by expert faculty with real-world experience in the latest design techniques and programs. Students gain important hands-on skills in the college's state-of-the-art computer labs and are able to create an impressive portfolio of their works. They also have the opportunity to display their designs in the annual Visual Arts Students Show, which is a juried competition held in The Gallery at Lakeland, the college's renowned art gallery. Students wishing to continue their education can use their portfolios to gain admission to four-year institutions and transfer credits towards a bachelor's degree. Graduates of Lakeland's program have found employment as graphic designers in major corporations and studios across the country.

The Lakeland Advantage

- Students gain experience with the latest design software.
- Lakeland's annual student art gallery show provides the opportunity for students to display their talents.
- Students develop a professional portfolio.

Lakeland Community College Admission Requirements

For admission into Lakeland, students must be a high school graduate or have obtained a high school diploma equivalency. Please consult Lakeland Community College's Enrollment Guide (available on Lakeland's website at lakelandcc.edu/enrollment) for specific admissions requirements and procedures.

For more information

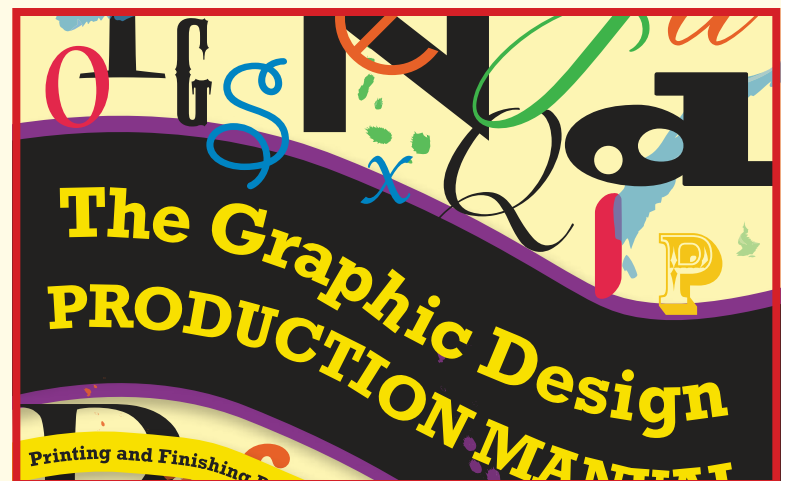
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lakelandcc.edu/graphicdesign



Graphic Design (9250)












Associate of Applied Business Degree

A graphic designer is a visual problem solver. In order to solve these problems, a designer must be skilled in the use of typography, design, color, layout, packaging, photography, production, computer software, marketing, advertising, and presentation.

Graduates of this program will have the skills to enter the graphic design field at entry-level or to transfer to institutions offering a baccalaureate degree. Regardless of their immediate goal, students will be encouraged to develop all conceptual and technical abilities most applicable to the field.


There are many career opportunities available to graphic designers right out of school. The potential for growth in the field increases with experience as graphic designers can work to become art directors, creative directors, or even account managers working on the client side of the field. Various working environments include design studios, advertising agencies, corporate in-house design departments, publishing houses, print shops, and multi-media companies.

A certificate is also available.

Course	Title	Credit Hours
First Semester		
ARTS 1130	Art Drawing I	3
ENGL 1110 or ENGL 1111	English Composition I (A) ¹ or English Composition I (B)	3
FYEX 1000	First Year Experience	1
GRDS 1010	Visual Organization 	3
GRDS 1015	Introduction to Typography 	3
GRDS 1375	Computer Graphics AI, ID and PS 	3
Credit Hours		16
Second Semester		
ENGL 1120	English Composition II	3
GRDS 1020	Graphic Design 	3
GRDS 1500	History of Graphic Design	3
GRDS 2110	Graphic Production 	3
PHOT 1105	Basic Photography - Digital	3
Credit Hours		15
Third Semester		
COMM 1000	Effective Public Speaking	3
GRDS 2015	Advanced Typography 	3
GRDS 2230	Advertising Design 	3
MATH 1600	Survey of College Mathematics ²	3
Select course(s) from the Arts and Humanities Electives list		3
Credit Hours		15
Fourth Semester		
GRDS 2330	Corporate Identity 	3
GRDS 2500	Graphic Design Portfolio 	3
ITCS 1105	Web Programming I 	3
Select any Natural Science Transfer Module course(s) 		3
Select courses(s) from the Social and Behavioral Sciences Electives list		3
Credit Hours		15
Total Credit Hours		61

¹ English course selection is based on placement test results (ENGL 1111 English Composition I (B) is 4 credits, only 3 credits apply to the degree).

² Students planning to transfer to a four-year college should take a sequence of math as advised by their counselor.

 This course is designated as a technical course in the program. Students must earn a 'C' grade or higher in the course to fulfill the college's graduation requirements policy.

Electives

Course	Title	Credit Hours
Arts and Humanities		
ARTS 1120	Art Appreciation	3
ARTS 2220	Survey of Art I	3
ARTS 2230	Survey of Art II	3
ENGL 2250	Survey of American Literature I	3
ENGL 2260	Survey of American Literature II	3
ENGL 2280	Survey of British Literature I	3
ENGL 2290	Survey of British Literature II	3
HUMX 1100	Introduction to Humanities	3
HUMX 1200	The American Experience in the Arts	3
MUSC 1200	Music Appreciation	3
MUSC 1215	World Music	3
MUSC 1800	Popular Music: Rock, Jazz, Country, and Hip-Hop	3
MUSC 2200	Music History and Literature I	3
MUSC 2250	Music History and Literature II	3
PHIL 1500	Introduction to Philosophy	3
PHIL 2000	Comparative Religion	3
PHOT 1000	History of Photography	3
Social and Behavioral Sciences		
ANTH 1160	Introduction to Cultural Anthropology	3
ECON 1150	Basic Economics	3
ECON 2500	Principles of Macroeconomics	3
ECON 2600	Principles of Microeconomics	3
GEOG 1500	Introduction to Geography	3
GEOG 1600	World Regional Geography	3
GEOG 2500	World Cultural Geography	3
HIST 1150	Western Civilization I: Antiquity Through the Reformation	3
HIST 1250	Western Civilization II: Age of Revolution Through the Present	3
HIST 2150	U.S. History: Colonization Through Reconstruction	3
HIST 2250	U.S. History: Reconstruction to the Present	3
POLS 1300	U.S. National Government	3
POLS 2500	Modern Political Ideologies	3
PSYC 1500	Introduction to Psychology	3
SOCY 1150	Principles of Sociology	3

Graphic Design for the Web Certificate (2513)

This certificate is designed to meet the growing demand for graphic designers and web content developers who are proficient in skill sets such as basic web programming, the Adobe Creative Suite, and other tools and principles of graphic and web design. The Graphic Design for the Web Certificate will allow Graphic Design majors to begin to acquire knowledge for front-end web development, and allow IT&CS Web Content Developers the opportunity to acquire knowledge in basic graphic design.

Course	Title	Credit Hours
First Semester		
ITIS 1102	Internet: Services, Tools, and Web Page Design	3
GRDS 1015	Introduction to Typography	3
GRDS 1375	Computer Graphics AI, ID and PS	3
Credit Hours		9
Second Semester		
GRDS 1800	Introduction to User Experience Design	3
ITCS 1105	Web Programming I	3
PHOT 1105	Basic Photography - Digital	3
Credit Hours		9
Total Credit Hours		18

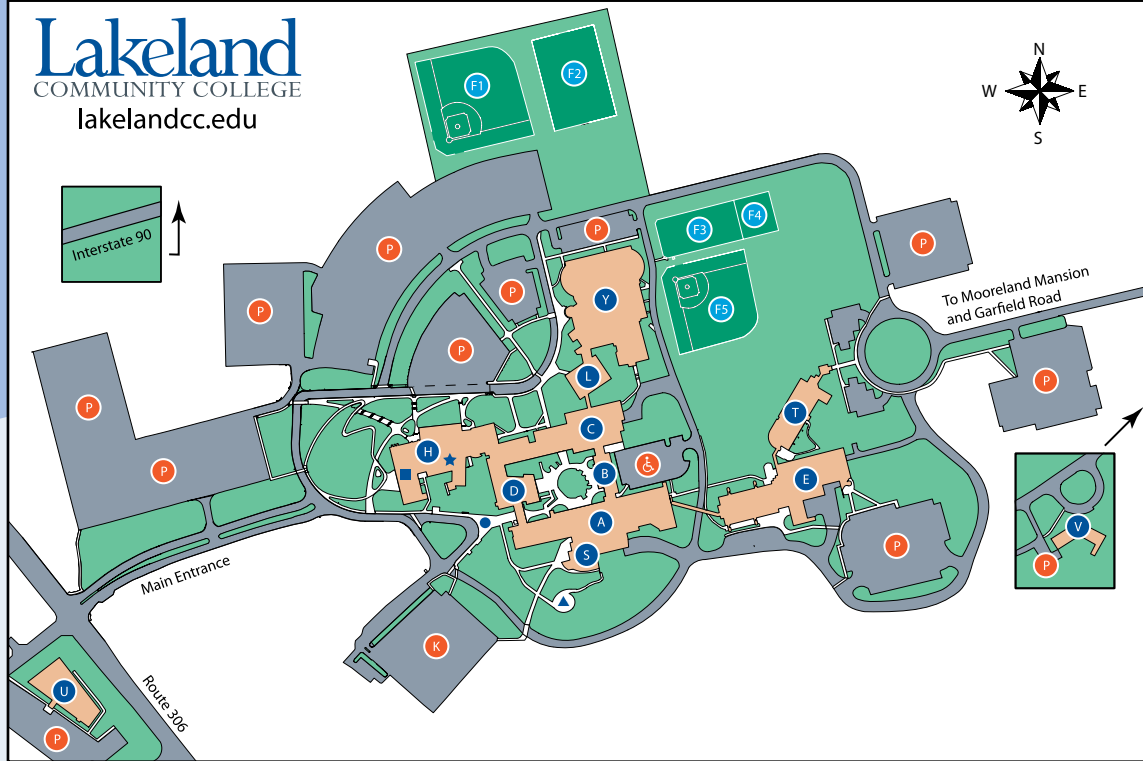
Photography Certificate (2514)

Photography is a technology-driven field. This certificate is designed to provide students with training in the use of photographic equipment, software and best practices, which is vital in producing images of a professional caliber. In addition, training in visual literacy and the aesthetics of photography are key to success in this field. With a tendency in our economy towards sole proprietorships and small business development, the ability to earn such a certificate would enable both traditional and non-traditional students to garner the skills necessary to become their own entrepreneurs as photographers and to expand their rolls in existing employment positions.

Course	Title	Credit Hours
First Semester		
GRDS 1375	Computer Graphics AI, ID and PS	3
PHOT 1105	Basic Photography - Digital	3
PHOT 2300	Introduction to Digital Photo Imaging	3
	Credit Hours	9
Second Semester		
BUSM 1620	Introduction to Entrepreneurship	3
GRDS 2110	Graphic Production	3
PHOT 1400	Commercial Photography	3
	Credit Hours	9
Third Semester		
PHOT 1500	Portrait Photography	3
PHOT 1700	Color Photography	3
PHOT 2350	Advanced Digital Photo Imaging	3
PHOT 2650	Professional Practices in Photography	3
	Credit Hours	12
	Total Credit Hours	30

NOTES:





CAMPUS MAP

- A** A-Building/
Student Service Center
- B** B-Building
- C** C-Building
- D** D-Building
- E** E-Building
- F1** Baseball Field
- F2** Soccer Field

- F3** Tennis Courts
- F4** Multi-Purpose Court
- F5** Softball Field
- H** H-Building
- K** Faculty Staff Lot
- L** Teaching Learning Center
- P** Parking
- S** S-Building/Breakers Dining
- T** T-Building

- U** Holden University Center
- V** Mooreland Mansion
- Y** Athletic & Fitness Center
- Clocktower
- ★ Dental Hygiene Clinic
- ♿ Handicap Parking
- HIVE
- ▲ Mind Ladders

Quality Education

Professors at Lakeland are experts in their fields with real-world experience. Lakeland prepares you for a high-demand career or for transfer to a four-year college or university. Access to bachelor's and graduate degrees is available on campus from partner institutions through Lakeland's Holden University Center (lakelandcc.edu/uc).

Affordable Tuition

Lakeland's tuition is about one-third the cost of most four-year schools. More than 50 percent of Lakeland students receive some form of financial assistance (lakelandcc.edu/tuition).

Convenience

Lakeland offers convenient day, evening, weekend and online courses (lakelandcc.edu/schedule).

Focus on Students

Lakeland offers a variety of student services to help you succeed, such as counseling, tutoring, computer labs, career services, free parking and affordable child care.

Opportunity starts HERE

Visit us on campus or online. Call 440.525.7900, email recruitmentcenter@lakelandcc.edu or visit lakelandcc.edu/visit for a campus tour.

Apply online: lakelandcc.edu/apply



Accreditation

Lakeland Community College is accredited through the Higher Learning Commission (HLC) and participates in the Academic Quality Improvement Program (AQIP). The Higher Learning Commission, 230 South LaSalle Street, Suite 7-500, Chicago, IL 60604-1413, phone: 800.621.7440, hlcommission.org.