

Lakeland

COMMUNITY COLLEGE

PROGRAM GUIDE

Applied Studies Division

Graphic Design

- Associate of Applied Business Degree in Graphic Design

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 10 percent through 2016 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.

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.

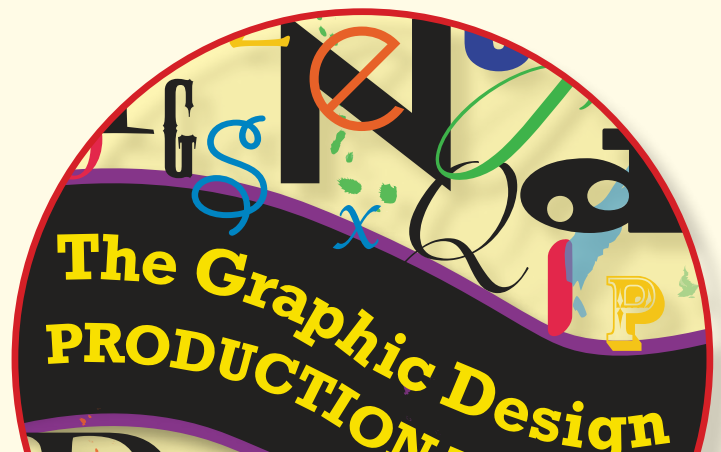
Lakeland Community College Admission Requirements

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

1.800.589.8520 • lakelandcc.edu

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First Semester:

ARTS 1130	Art Drawing I	3
ENGL 1110*	English Composition I (A)	3
OR		
ENGL 1111	English Composition I (B)	
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
		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
		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	3
Choose course(s) from the Arts and Humanities Electives list		3
		15

Fourth Semester:

GRDS 2500	Graphic Design Portfolio	3
ITCS 1105	Web Programming I	3
PHOT 1400	Commercial Photography	3
Choose any Natural Science Transfer Module course(s)		3
Choose courses(s) from the Social and Behavioral Sciences Electives list		3
		15
Program Total: 61		

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

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

Arts and Humanities Electives: minimum 3 credits

ARTS 1120, 2220, 2230; ENGL 2250, 2260, 2280, 2290; HUMX 1100, 1200; MUSC 1200, 1215, 1800, 2200, 2250; PHIL 1500, 2000; PHOT 1000

Social and Behavioral Sciences Electives: minimum 3 credits

ANTH 1160; ECON 1150, 2500, 2600; GEOG 1500, 1600, 2500; HIST 1150, 1250, 2150, 2250; POLS 1300, 2500; PSYC 1500; SOCY 1150

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.

First Semester:

GRDS 1015	Introduction to Typography	3
GRDS 1375	Computer Graphics AI, ID, and PS	3
MDIA 1500	Interactive Media I: Introduction to Interactive Design	3
		9

Second Semester:

ITCS 1105	Web Programming I	3
ITIS 1108	Using an HTML Editor	2
ITIS 1130	Introduction to Web Design	1
GRDS 2400	Automating Adobe Creative Suite Products with JavaScript3	3
		9
Certificate Total: 18		

For more information about our graduation rates, the median debt of students who completed the program, and other important information, please visit lkn.lakelandcc.edu/go/ge/?g=2513.

To further your education, Lakeland's Holden University Center offers a variety of bachelor's degree programs from a number of four-year colleges and universities offering you the opportunity to *stay here and go far!* Visit lakelandcc.edu/uc to explore your options.



Learning Outcomes for Graphic Design at Lakeland Community College

The Graphic Design graduate will

- 1. Use knowledge of the graphic design field to solve creative problems.**
 - Demonstrate a solid working knowledge of graphic design hardware and software
 - Use knowledge of business practices to effectively function as a graphic designer
 - Demonstrate creativity in conceptualizing ideas that achieve the goals of a project
- 2. Generate creative design solutions for a wide variety of communications needs.**
 - Apply business knowledge relevant to various aspects of graphic design
 - Use critical thinking to explore options and select the appropriate approach
 - Preflight and prepare files for print or digital projects
- 3. Demonstrate effective communication skills.**
 - Demonstrate effective verbal and written communication skills
 - Clearly communicate reasoning behind visual projects
 - Use the appropriate form(s) of expression
- 4. Use appropriate graphic design technology.**
 - Use technology to access and manage information
 - Use technology to demonstrate fundamental design skills
 - Use effective learning strategies to manage technology changes in the field
- 5. Demonstrate effective organizational skills.**
 - Demonstrate planning skills in managing simultaneous projects
 - Organize different sources of material into a cohesive unit
 - Demonstrate time management skills
- 6. Demonstrate professional practices and standards of the graphic design field.**
 - Examine issues related to professional responsibilities in graphic design
 - Critique the process used to create a design project
 - Present a graphic design portfolio simulating a professional interview
 - Collaborate effectively with others in a variety of situations

Curriculum and program requirements are subject to change. Find the most up-to-date information in the college catalog, available on the website at lakelandcc.edu.



Quality Education

Lakeland prepares you for a high-demand career or for transfer to a four-year college or university. Professors at Lakeland are experts in their fields with real-world experience. Small class sizes allow for personalized attention.



Affordable Tuition

Save thousands on your college education. Lakeland's tuition is about one-third the cost of most four-year schools. Financial assistance is available, including federal and state grants, scholarships, loans, and work study employment.



Convenience

Lakeland offers convenient day, evening and weekend class times, and a growing number of online courses. The main campus in Kirtland is only 20 miles northeast of Cleveland. Classes are also offered in Madison.



Focus on Students

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

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.