

GRAPHIC COMMUNICATIONS

Program Number: 10-204-3

Associate of Applied Science Degree

Campus: Fond du Lac

This program is eligible for financial aid (<http://www.morainepark.edu/financial-aid/>)

Combine your passion for art and technology and turn it into a career with an associate degree in Graphic Communications at Moraine Park Technical College.

About the Program

Graphic design is art with a purpose. Students in the Graphic Communications program combine art and creativity with computer skills to convey information in print, online or digital environments. Students learn to combine modern technologies with traditional design concepts, theories and techniques in a wide variety of design projects.

What You'll Learn

Students in the Graphic Communications associate degree program explore illustration, typography, electronic publication, social media video, digital photography and advertising. Students learn how to work with a client and experience the production process hands-on, from concept through completion.

Graduates of the program are proficient in design software, tools and technology.

In their final semester, graphic communications students show off their favorite work to friends, family and prospective employers during the "Portfolio Showcase" event (<http://blog.morainepark.edu/tag/portfolio-showcase/>).

Transfer Opportunities

Earn credits at MPTC and transfer to a four-year college to earn your bachelor's degree.

Visit the Transfer Opportunities (<https://www.morainepark.edu/academics/transfer-information/transfer-to-a-four-year-college/>) page for more information on credit transfer agreements between Moraine Park and four-year colleges, both public and private.

Admission Process

Standard Admissions (<http://www.morainepark.edu/admissions/new-student/how-to-apply-for-admissions/>) steps details

Credit for Prior Learning

Earn college credit outside the classroom through Moraine Park's Credit for Prior Learning (CPL) opportunities. Credit opportunities are available for:

- Previous college coursework from prior institutions
- Military training and experience
- Passing of MPTC or national exams
- Skills or knowledge developed on the job or through other life experiences

Visit MPTC's Credit for Prior Learning (<https://www.morainepark.edu/academics/transfer-information/credit-for-prior-learning/>) page for more information.

Approximate Costs

- \$141.00 per credit (resident)
- \$211.50 per credit (out-of-state resident)
- Online students are not charged out-of-state fees.
- Please refer to the MPTC Student Handbook (<http://www.morainepark.edu/studenthandbook/>) for additional enrollment fee information.

Financial Aid

Financial Aid is provided to aid eligible associate degree and technical diploma programs with 28 credits or more. Processing can take 6-8 weeks after a student's completed Free Application for Federal Student Aid (FAFSA (<https://studentaid.gov/h/apply-for-aid/fafsa/>)) is received. Visit the Financial Aid (<https://www.morainepark.edu/pay-for-college/financial-aid/>) page to learn more.

Course Requirements

Course	Title	Credits
Semester 1		
103-159	Computer Literacy - Microsoft Office	1
103-170	Beginning Photoshop	2
103-174	InDesign	2
111-101	Introduction to Graphic Design	3
204-112	Design Fundamentals	3
801-136	English Composition 1	3
890-101	College 101	2
Credits		16
Semester 2		
104-133	Social Video Creation	3
152-107	Graphics for the Web	2
204-102	Vector Illustration 1	2
204-105	Designing for Mobile Platforms	3
204-111	Typography	3
Communication Course (https://catalog.morainepark.edu/academic-programming/general-education/communications/)		3
Credits		16
Semester 3		
196-189	Team Building and Problem Solving	3
204-100	Image Editing	2
204-134	Design Production and Planning 1	3
204-144	Vector Illustration 2	3
Mathematics Course (https://catalog.morainepark.edu/academic-programming/general-education/mathematics/)		3
Behavioral Science Course (https://catalog.morainepark.edu/academic-programming/general-education/behavioral-social-science/)		3
Credits		17
Semester 4		
204-116	Identity Design and Branding	3
204-168	Design, Production and Planning 2: Digital Output	3
204-181	Prepress Process Color	3
Social Science Course (https://catalog.morainepark.edu/academic-programming/general-education/behavioral-social-science/)		3

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Credits	15
Total Credits	64

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 Opportunities

- Sales Representative
- Customer Service Representative
- Digital Prepress Technician
- Graphic Artist
- Graphic Designer
- Digital Photo Technician

Statewide Median Salary for Recent Graduates

\$32,348