

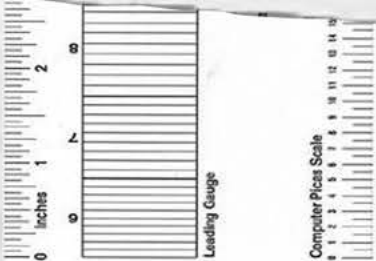
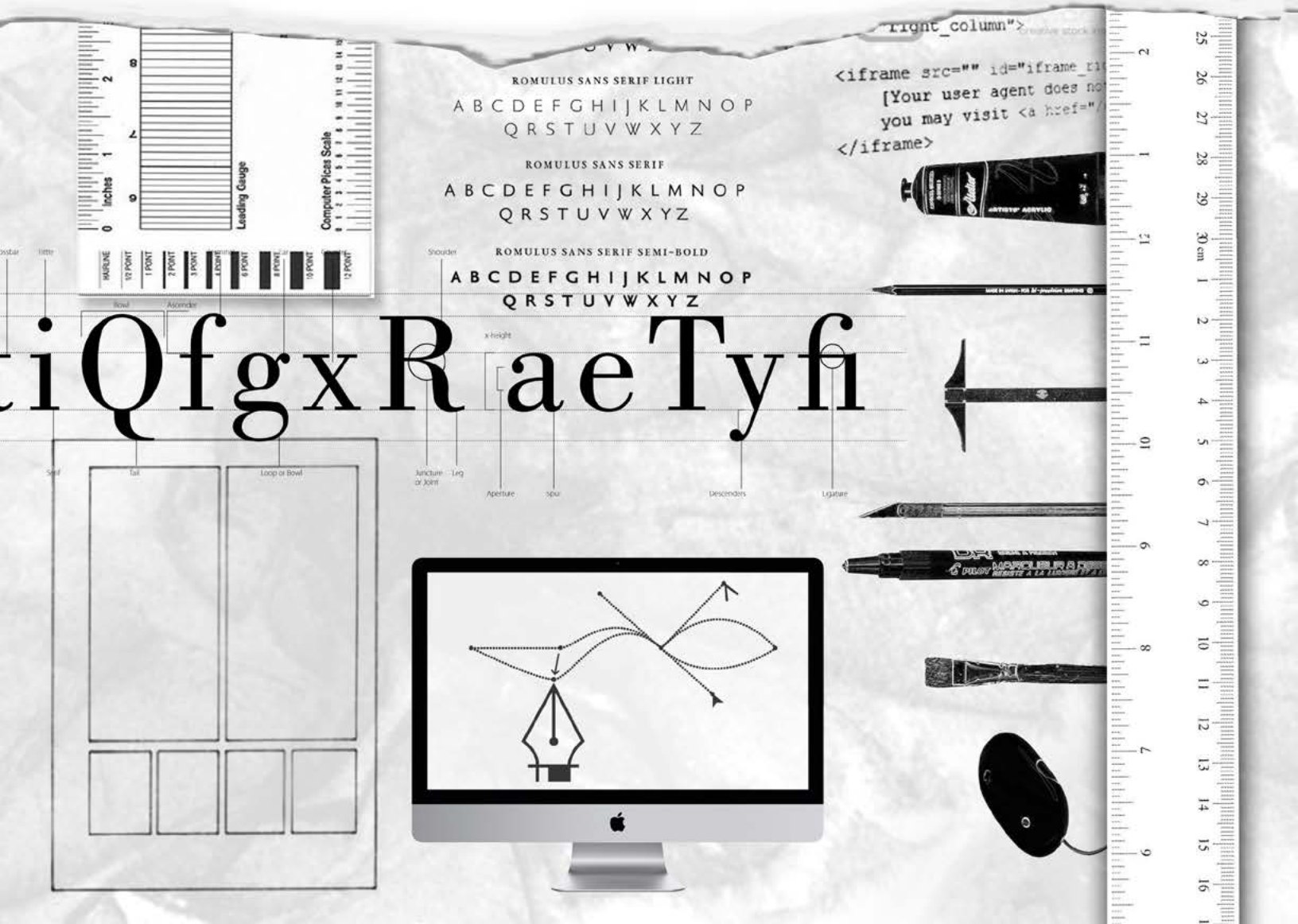


# 2020 Student Guide

## Associate in Applied Science

# in GRAPHIC DESIGN

<http://mcckc.edu/programs/graphicdesign>



```
right_column">
<iframe src="" id="iframe_11
[Your user agent does not
you may visit <a href="/
</iframe>
```

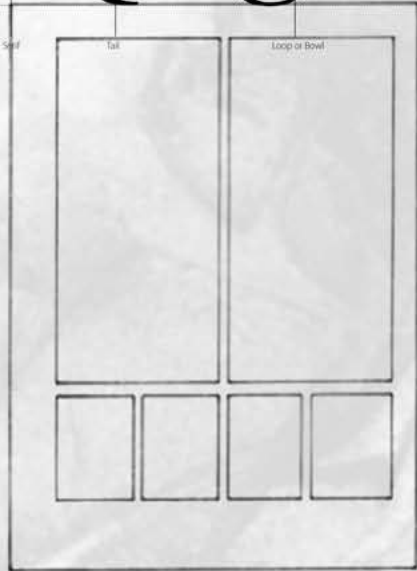
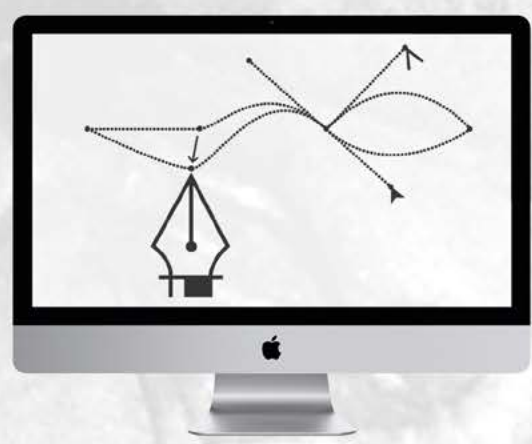
ROMULUS SANS SERIF LIGHT  
A B C D E F G H I J K L M N O P  
Q R S T U V W X Y Z

ROMULUS SANS SERIF  
A B C D E F G H I J K L M N O P  
Q R S T U V W X Y Z

ROMULUS SANS SERIF SEMI-BOLD  
A B C D E F G H I J K L M N O P  
Q R S T U V W X Y Z

i Q f g x R a e T y f

Shoulder x-height  
Juncture or Joint Leg Aperture Spur Descenders Ligature



# Tips for Academic Success

- ◆ Mix General Education courses with Art courses in your semester schedule. Don't think you're doing yourself good by getting Gen. Ed. classes "out of the way". (Refer to your planner worksheet).
- ◆ College can be more challenging than high school. Your grades may not be as high as they were in high school. Adapting to a new environment and higher expectations will take a little time.
- ◆ Outside commitments such as employment, family responsibilities, social activities, etc., can be a drain on your time and energy. Be sure to establish your priorities smartly.
- ◆ Be informed about art and the design field. Read your textbooks, the art and design books and periodicals in the department collection and school library. They are also great idea generators.
- ◆ ALWAYS meet your assignment deadlines. Budget your time. You may have several projects due on the same day. You must learn good time management.
- ◆ Do most of your work in class where you have the benefit of your instructor's help and your classmates' feedback. Working at home may be more comfortable but little will develop in a creative vacuum.
- ◆ Open labs are available to use studio space and/or equipment outside of class time. Learn the open lab times and check with your instructor for policies.
- ◆ Budget money for art supplies according to your class syllabus and direction from instructor. Art majors tend to spend more money than do most other majors. On occasion, the Bookstore will not have what you may need to execute an assignment, you may have to get them from an art store. Plan ahead.
- ◆ Don't leave art materials unattended out in the open. Keep them with you or store them in your locker. Write your name all over the back of mat board to avoid theft.
- ◆ Participate fully and show an interest in class. Join in discussions and critiques. Ask questions. Don't be embarrassed to ask a question. Your classmates may not know the answer either. Pay attention to lectures, information about assignments, and take good notes.
- ◆ Treat every class as if it were a real job. Your boss would not tolerate too many absences and chronic tardiness. Don't expect your instructor to be any different. Establish good work habits and a professional attitude early.
- ◆ Arrive to class on time. By coming in late you are showing yourself to be undisciplined and unprofessional, and you are a disruptive influence on the class. It is also disrespectful to your instructor and classmates. Schedule your medical, dental and business appointments around your school schedule as much as possible. Demonstrate good time management.
- ◆ Those times when you must arrive late, quietly begin work and make sure you later inform the instructor that you are present. If not you may be marked absent and the end of the semester is too late to challenge your number of absences.
- ◆ Always bring your supplies and be ready to work. Lockers are available so you won't have to carry your art materials around all the time.
- ◆ When participating in class critique, be objective and honest. Base your comments on sound design and artistic principles as they apply to the objectives of the assignment.
- ◆ Critiques are not personal attacks. If your work meets with an unfavorable review, there ARE sound reasons. If the instructor's reasons are unclear, ask for clarification so that you may learn from them.
- ◆ Begin a collection of professional examples of good art, design, photography, or illustration that you may use as reference material for future assignments. Remember, though, that there is a fine line between adapting existing art and stealing an idea. Resource material is meant to be idea generators — a STARTING POINT in the development of a concept. Direct "lifts" are plagiarism and may be copyright infringement. If you are in doubt, ask your instructor.
- ◆ Save your assignments, especially your strongest ones (A & B grades), and keep them in good condition. You will need them for both your portfolio, and for degree completion.
- ◆ The quality of your portfolio is a very important factor in finding employment.

## Treat your academic time like a real job. You are developing the skills needed to succeed in this very competitive industry!

and business appointments around your school schedule as much as possible. Demonstrate good time management.

Always work toward building a portfolio that exhibits the range of your creative skills and professionalism.

If you find that you are devoting a lot of time to your art/graphic design classes and you have consistently average-to-low grades, think seriously about your chosen field, it may be time to look at another major. This is a highly competitive industry.

Keep track of your degree requirements and responsibilities (credit hours earned, course requirements, portfolio pieces, etc.) Remember, you are ultimately responsible for your education. Don't rely on others to lead you by the hand. You can only blame yourself if you find yourself scrambling toward the final semester(s) to graduate on time. Use the forms within this packet to help you do that.

Know that your education is a life-long process and does not stop after graduation. As a professional you must continue to increase your knowledge of the technologies and trends of the industry!

## Tools of the Trade \* = provided on-campus by MCC [not a complete list]

### Apple (iMac) Computers\*



Flash Drive  
X-Acto knife  
Metal Ruler  
Black Mat Board  
Sketchbook  
Drawing Pencils  
Portfolio Carrier  
Specialty Printing Paper  
Adhesives

### Trade Magazines:

Print HOW  
Communication Arts  
Graphis

### Software: \*

Adobe InDesign  
Adobe Illustrator  
Adobe Photoshop  
Adobe Dreamweaver  
Adobe Animate, & more

### Industry Organizations

#### Worth Joining:

AAF-KC  
AIGA

#### Join us on Facebook:

[www.facebook.com/groups/mccpv.graphicdesign](http://www.facebook.com/groups/mccpv.graphicdesign)

## So, you want to be a Graphic Designer?

This guide is intended to provide you with the answers and information needed to successfully complete the Associate in Applied Science degree in Graphic Design. While the degree itself actually comes from the Penn Valley campus, all of our campuses offer courses to help you fulfill the requirements for the program. If you have any questions about the program or your planning, e-mail [Darlene.Town@mcckc.edu](mailto:Darlene.Town@mcckc.edu), contact at 816-604-4757.

### A little background:

Students studying in the Art program can receive an A.A.S. in Graphic Design. This program is strongly supported by its advisory board and provides professional guidance in curriculum, internships, employment advisement, technology training, and portfolio reviews. Those students fulfilling requirements for the Graphic Design A.A.S. program are given visual communication problems similar to real world design situations. They develop the conceptual and technical skills necessary to begin a career in the applied arts or transfer to a four-year institution. In addition students develop skills in file preparation, color correction, imposition, proofing, and working with variable data.

### How Long Does it Take to Get an AAS Degree?

As a full-time student, you can earn an associate in applied science degree in graphic design in just two years if you follow the recommended course sequence. The program is also open to part-time students, so you can work around your job schedule.

### Will My Credits Transfer to Another College or University?

The MCC Art Program participates in articulation agreements with the following transfer institutions:

- Truman State University
- University Missouri–Kansas City
- University of Central Missouri
- Avila University
- Park University
- Kansas City Art Institute



**Note:** Most of our credits also transfer to other 4-year programs, even without a stated articulation agreement.

## Contact Us:

MCC Graphic Design Program Coordinator:  
**Darlene Town**  
816-604-4757 / [darlene.town@mcckc.edu](mailto:darlene.town@mcckc.edu)

Humanities Division Chair:  
Jennifer Copeland - 816-604-4220 /  
[jennifer.copeland@mcckc.edu](mailto:jennifer.copeland@mcckc.edu)

MCC-Penn Valley Advising and Counseling/  
MCC-Penn Valley Business and Registration Center -  
816-604-1000

### What do Graphic Designers Do?

Graphic designers are visual communicators who develop graphics and layouts for promotion, advertising, editorial content, catalogs, brochures, direct mail pieces, branding and identity, fonts, billboards, posters, music covers, product packaging, reports, television graphics, interactive and Web, and much more. Most of the work is computer generated but also includes traditional art materials and methods.

### Where Can I Work?

You'll find graphic designers working at advertising agencies, design firms, publications, printing companies, marketing firms, in-house corporate and organizational agencies, television stations, and freelance.

### How is the Pay being a Graphic Designer?

A graphic designer can make an annual salary of \$45,000 for an entry-level position and up to \$77,000 annually as an Art Director/Creative Director.

### What's the Job Outlook for This Field?

Kansas City employs about 25% of the graphic designers in Missouri. Talented designers are always in demand. The continuing growth of the Internet will provide many job opportunities for designers of web pages and multimedia.

Employment of graphic designers is projected to grow 3 percent from 2018 to 2028. The work of graphic designers will continue to be important in marketing products throughout the economy.

The projected change in employment of graphic designers varies by industry. For example, employment of graphic designers in newspaper, periodical, book, and directory publishers is projected to decline 22 percent from 2018 to 2028. However, employment of graphic designers in computer systems design and related services is projected to grow 24 percent over the same period. Companies are continuing to increase their digital presence, requiring graphic designers to help create visually appealing and effective layouts of websites.

### Tell me about the Learning Environment at MCC?

Classes use the latest technologies in hardware (Apple Macintosh) and software (Adobe CC). You'll experience a hands-on and interactive learning environment that is both supportive and challenging. We keep classes small so you can receive personal instruction.

## Arts & Communication

# Graphic Design

*Offered at MCC-Penn Valley*

This program leads to the Associate in Applied Science degree and prepares students for jobs as graphic designers or transfer to a four-year degree program.

A.A.S. Graphic Design..... 63 Credits

### A.A.S. Graphic Design

201400 Revised 2/2019 (Fall 2020)

<b>Civics Examination</b>				
Missouri Law (SB807) requires all public colleges and universities to administer a civics exam to students as a requirement for graduation. Students must score at least 70% on the exam before they can receive a degree.				
<b>General Education Requirements</b>		<b>Credits</b>	<b>Semester</b>	<b>Prerequisites</b>
ART 110	Drawing I	3		
ART 157	History of Graphic Design	3		
COMM 100 COMM 112 COMM 102 COMM 223	Fundamentals of Speech <i>or</i> Introduction to Mass Communication <i>or</i> Fundamentals of Human Communication <i>or</i> Interpersonal Communication	3		ENGL 90 with a minimum grade of S or appropriate placement score
ENGL 101	Composition and Reading I	3		ENGL 90 with a minimum grade of S or appropriate placement score
HIST 120 HIST 121 POLS 136	United States History to 1865 <i>or</i> United States History Since 1865 <i>or</i> Introduction to American National Politics	3		
ANTH 110 PSYC 140 SOCI 160	Cultural Anthropology <i>or</i> General Psychology <i>or</i> Introduction to Sociology	3		
<b>Specific Program Requirements</b>				
ART 103	Design Foundations	3		
ART 123	Color Theory	3		ART 103 or concurrent enrollment
GDES 110	Digital Design Applications I	3		
GDES 115	Introduction to Graphic Arts*	3		
GDES 150	Digital Design&T	3		GDES 110 with a C or better
GDES 160	Graphic Design I	3		GDES 150 or concurrent enrollment, READ 11 or higher or appropriate placement score, ENGL 90 or higher or appropriate placement score, formal acceptance
ART 247 GDES 280	Digital Imaging <i>or</i> Advanced Color Correction*	3		GDES 110 (ART 247) GDES 150 or concurrent enrollment (GDES 280)
ART 250 ART 254	Printmaking <i>or</i> Silk Screen Printing I	3		
GDES 210	Graphic Design II*	3		GDES 160 with a C or better
GDES 220	Graphic Design File Preparation*	3		GDES 150 or concurrent enrollment
GDES 245	Web Design I*	3		GDES 150 or concurrent enrollment
GDES 250	Graphic Design III*	3		GDES 210 or concurrent enrollment
GDES 255	Web Design II*	3		GDES 245 with a C or better
GDES 264	Graphic Design Portfolio & Practice*	3		GDES 210 with a C or better
ART or bWYo	Elective Course	3		
<b>Total Credit Hours Required</b>		<b>63</b>		

\* These courses are only offered on the Penn Valley campus.

# GRAPHIC DESIGN: Associate in Applied Science Degree

## Recommended 2-Year Planner

Effective Fall 2020

Must Pass courses with a C or higher to progress through course sequences

**SEM 1**  
FALL

**GDES110—**  
**Digital Design Applic. 1**  
Offered: Fa, Spg  
@ end of semester: register to take Skills Test (see program website)

Note: GDES110 is a prerequisite to GDES150, GDES160, GDES220, & ART247

**GDES115—**  
**Intro to Graphic Arts**  
Offered: Fa, Spg

**Art103—**  
**Design Foundations**  
Offered: Fa, Spg

**Art110—Drawing 1**  
Offered: Fa, Spg, Smr

**SEM 2**  
SPG

**GDES150—**  
**Digital Design Applic. 2**  
Offered: Fa, Spg

**GDES160—**  
**Graphic Design 1**  
Offered: Spg  
+ HEAD 11/30 and pass Skills Test, GDES 150 passed or enroll concurrently

**Art123—Color Theory**  
Offered: Fa, Spg  
Art103 or concurrent enrollment

**Art157—History of GD**  
Offered (online): Fa, Spg, Smr

**SEM 3**  
FALL

**ART247—Digital Imaging**  
Offered: Fa, Spg  
or **GDES280—Color Correction**  
Offered: Fall

**GDES245—Web Design 1**  
Offered: Fa

**GDES210—**  
**Graphic Design 2**  
Offered: Fa

**GDES/ART—Elective**  
+ any GDES or ART:  
or for Transfer: ART111, ART220, ART170, ART150, ART151

**GDES Program Website:**  
mccck.edu/programs/graphicdesign

**SEM 4**  
SPG

**GDES220—File Prep**  
Offered: Spg

**GDES255—**  
**Web Design 2**  
Offered: Spg

**GDES250—**  
**Graphic Design 3**  
Offered: Spg

**GDES264—Portfolio**  
Offered: Spg

**Art250—Printmaking/**  
**or ART254—Screenprinting**  
Offered: Spg  
Offered: Fa

**Recommended Gen Ed Sequence:**

**ENGL101** Fa

As a prerequisite to GDES160, take this early

Any of these can also be taken in Summer

**ANTH110/PSYC140/SOCI160** Fa

**COMM100/102/112/223** Spg

**HIST120/121 / POLS136** Spg

# Measuring Student Success & Acceptance into the GDES Program

## A.A.S. Graphic Design program

Testing dates & times can  
be found on our website:

<http://mcckc.edu/programs/graphicdesign>

### Entry Requirements

- ◆ General college admissions requirements.
- ◆ To be accepted into the Graphic Design program and to be able to enroll in GDES160–Graphic Design I (or any subsequent GDES class), student must successfully complete of GDES110–Computers in Design I (with a C or higher) and meeting 70% or above in the Technical Skills Assessment. The competency testing will include use of the industry software tools (Adobe Illustrator, Adobe Photoshop, Adobe InDesign) as covered in Computers in Design I.

### Intended Student Learning Outcomes (Graphic Design Program Outcomes)

General behaviors and skills needed to succeed in the program:

- ◆ Demonstrate the ability to learn and apply required software and technical tools according to industry standards.
- ◆ Apply technical skills and critical thinking skills to solve visual communication problems.
- ◆ Work with others by engaging in collaborative efforts to solve design problems and manage projects.
- ◆ Demonstrate effective time management and communication skills – both written and oral.
- ◆ Demonstrate professional ethics, apply effective business practices and project management skills

### Skills/Critical Thinking Measurement Guides

- Demonstrate ability to draw vector-based graphics using industry established tools
- Demonstrate skills and understanding appropriate to industry standards for image-editing and raster-based graphics
- Demonstrate skills and understanding of layout software purpose according to industry standards for the creation of visual communication designs
- Demonstrate the ability to combine the tools of the various software applications to execute design solutions
- Create portfolio-quality design solutions using software tools according to standards in the industry and employing basic design theories and principles
- Arrive at successful design solutions through analysis of and working within project parameters (including format, colors, audience, message, production constraints)
- Define roles and responsibilities for members of collaborative design projects typical in the industry
- Demonstrate ability to work collaboratively with others to manage aspects of a project and arrive at a successful design solution
- Execute effective design solutions within given time and physical parameters
- Analyze and describe attributes of successful design solutions (especially as they relate to design principles and graphic design standards)
- Identify and define the ethical standards within graphic design profession
- Apply professional ethics, communicate clearly and professionally, hear, follow and give directions, in both verbal and written formats

## What does this mean to me?

**Digital Design Applications 1 (GDES110)** is considered the first core course of the Graphic Design program. It is important that a student be successful in learning the software tools used in this field. The Graphic Design 1 thru 3 courses focus on concept development and do not spend as much time with technical skill training. It will be assumed students are comfortable with the software and can execute most of their creative ideas.

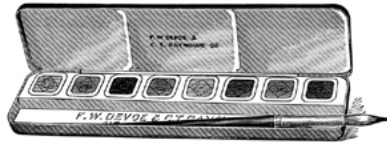
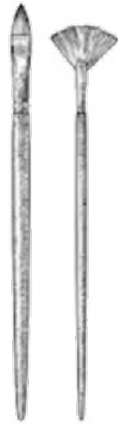
In order to enroll in **GDES160-Graphic Design 1**, a student will need to pass with 70% or higher both GDES110 and the technical skills assessment. This skills test can be taken only once per semester and will be offered just prior to open enrollment dates with additional testing dates available prior to the new semester start. This skills test assesses your overall technical understanding of the software used and your ability to follow directions as you design a layout using a set of instructions provided by the program coordinator.

Another skills test is given at the end of the semester in **Graphic Design II (GDES210)** at which point a student should have a greater mastery of the software and design concepts taught throughout the program. An 80% success rank must be met at that time.

The final assessment tool for successful completion of the program is the student portfolio which is compiled and polished in **GDES264-Portfolio**. This final portfolio is reviewed by professionals from the industry and results are reported to the Department of Secondary and Elementary Education department of Missouri.

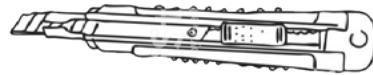
## Drawing/Foundation Classes

- pencils (6B, 2B, HB, Ebony)
- charcoal pencils, vine charcoal sticks
- kneaded eraser
- drawing ink and ink pens
- rubber cement jar
- rubber cement eraser
- blending stump
- small pencil sharpener
- conte sticks (black, sepia, white)
- 18x24 sketch pad
- 18x24 newsprint pad
- 11x14 sketch pad
- (others as instructed)



## Color Theory Class

- 11x14 sketch pad
- Bristol board (sheets or pad)
- Illustration board
- 2 oz. acrylic paint tubes: Burnt Umber, Burnt Sienna, Raw Sienna, Yellow Ochre, Alizarin Crimson, Cadmium Orange, Phthalo Green, Cadmium Yellow Light, Ultramarine Blue, Cobalt Blue, Titanium White, and Mars Black (variations on colors are acceptable)
- paint brushes: (Nylon for acrylics) - 1/8" Small Round (#3) and/or 1/4" Medium Round (#8), 1/4" Bright (#4), 5/8" Flat (#12)
- color wheel
- X-acto knife with replacement blades
- 18" metal ruler
- rubber cement jar
- (others as instructed)



## Printmaking/Silk Screen Printing Classes

- 11x14 sketch pad
- pencils (6B, 2B, HB, Ebony)
- X-acto knife with replacement blades
- mat board
- masking tape
- scissors
- Speedball pen holder and B-6 point (or Stradtler permanent marker)
- Koh-i-nor 3071-F Rapidomat Ink
- acetate sheets (11x14)
- drafting vellum (8.5x11)
- Arches 88 silk screen print paper
- screen printing screen with monofilament polyester Mesh count 157 (15x17)
- Arches quality papers (sheets - 18x24)
- (others as instructed)

## Digital Design Applications and Digital Imaging Classes

- USB flash drive (4Gb or larger)
- CDs to save files permanently
- Art Technical Manual (for the software, sold in the PV Bookstore)
- solid core black mat board
- X-acto knife with replacement blades
- adhesive: rubber cement, studio tack, glue stick
- 11x17 or 13x19 high quality inkjet paper
- (others as instructed or needed)

## Portfolio Class

- 11x17 presentation portfolio (is often handmade)
- solid core black mat board (several 20x30 sheets)
- 11x17 or 13x19 high quality inkjet paper (or pay for professional printing of work)
- X-acto knife with replacement blades
- 18" metal ruler
- adhesive: rubber cement, glue stick
- USB flash drive (4Gb or larger)
- (others as instructed or needed)



## TEXTBOOKS

(tentative list, always check with instructor)

- **ART103:** *Foundations of Art & Design*, 2nd ed.; Fichner-Rathus
- **ART108:** *Living with Art*, 12th ed, Getlein
- **ART115:** *Graphic Design and Print Production Fundamentals*, Graphic Communications Open Textbook Collective, <https://opentextbc.ca/graphicdesign/>
- **ART123:** *Color*, 6th edition; Zelanski/Fisher
- **ART157:** *Megg's History of Graphic Design*, 6th ed.; Meggs/Purvis
- **GDES160:** *Graphic Design Solutions*, 4th ed., Landa; *Type Rules!*, Strizver, Wiley
- **GDES210, GDES250:** *Guide to Graphic Design*, 2014, Pearson Ed; *Advertising by Design*, 2nd ed., Landa, Wiley
- **GDES264:** *Guide to Graphic Design*, 2014; Pearson Ed; *Graphic Designer's Guide to Portfolio Design*, Myers, Wiley
- **GDES245, GDES255:** *HTML & CSS: Design & Build Websites*; Duckett, Wiley; *Dreamweaver CC: Missing Manual*, McFarland, O'Reilly; *Learn Adobe Animate CC for Interactive Media* (published by Adobe) 2016

[others may not be included in this list]

## TIPS:

Tackle boxes make great storage for most of your art tools.

Lockers are available to store your supplies. They are first-come-first-served and you MUST have a lock in-hand to sign-up for one.

Put USB flash drives on lanyards to hang around your neck or from your pocket - avoid losing your files!

# Art & Graphic Design Courses

## **ART103 - Design Foundations—**

An introductory study of the principles of visual perception and organization with the visual elements of line, shape, value, texture, and color. The course will primarily explore two-dimensional design in an achromatic mode.

## **GDES110, GDES150 - Digital Design Applications 1&2—**

Continuous upgrading of hardware and software give students experience in image-making with the computer for personal and commercial purposes. Software used includes Adobe Illustrator, InDesign and Photoshop.

## **ART108 - Survey of Art—**

A brief history of the Visual Arts, including painting, drawing, sculpture, and architecture. Global cultures from prehistoric times through present day are covered.

## **ART110, ART111, ART112, ART113 - Drawing I, II, III, & IV—**

Four levels of drawing investigate the formal foundations of the drawing process as applied to observational and conceptual image making. Media experimentation is emphasized. Individual projects help students strengthen their styles and techniques while exploring various media.

## **GDES115 - Intro to Graphic Arts—**

The study of the graphic communications industry and production methods from design through bindery. Emphasis is placed on current trends for the professional preparation for careers in graphic communications.

## **ART123 - Color Theory—**

An advanced study of the principles of visual perception and two-dimensional design with an emphasis in color theory and the elements of design including line, shape, value, texture.

## **ART39, ART239, ART242, ART243 - Photography I, II, III, & IV—**

Four class levels of photography explore traditional film photography. Camera and darkroom techniques are developed. The place of photography in the fine arts is introduced. Students are encouraged to develop personal visions as the sequence of classes progresses.

## **ART150&151 - History of Art I&II—**

Western civilization through the historical development and relationship of architecture, painting, and sculpture from the Renaissance to present day.

## **ART157 - History of Graphic Design—**

Students will obtain an overview of the evolution of graphic communication from pre-history through Postmodern Design and the Digital Revolution. Students will be able to identify the works of influential artists, movements, and the impacts of world historical events, technology, and social tendencies on graphic design.

## **GDES160, GDES210, GDES250 - Graphic Design I, II, & III—**

An introduction to the principles of the graphic design field. This includes the study of typography, layout, production methods, analyzing client needs, idea and execution processes, defining successful elements of good visual communication, defining and analyzing trends of the graphic design industry, and career opportunities. Creative problem-solving using hand tools and the computer for print design and multimedia.

## **ART170, ART171, ART172, ART173 - Ceramics I, II, III, IV—**

Students are introduced to the fundamental principles, styles and forms of ceramics working with hand-building techniques as well as throwing on a wheel. Students will learn the importance of texture, form, and unity of design. Decoration and glazing techniques are researched and explored.

## **ART212, ART213, ART214 - Life Drawing I, II, & III—**

Students explore the human form using live models while working with a variety of drawing styles and media.

## **ART220, ART221, ART222, ART223 - Painting I, II, III, & IV—**

Four levels of painting classes offer investigation into color theory, painting application, content development, familiarity with historical painting issues and diversity of expression. Basic technical competency is developed into a personal visual language. Observation and imagination are used to develop imagery.

## **ART230, ART231, ART232, ART233 - Sculpture I, II, III, & IV—**

Four class levels of sculpture explore the principles and styles of three-dimensional forms (natural, abstract, and synthetic) through the use of clay, plaster, wood, fiber, plastic, and metal. Students are introduced to the sculptural methods of addition, reduction, and substitution. Emphasis is placed on exploring sculptural materials, forms, and imagery as a means of self-expression and communication.

## **ART247 - Digital Imaging—**

This class offers experience in the use of digital cameras, scanners, and computer software in the image-making process. Adobe Photoshop is the primary image editing software used.

## **GDES245, GDES255 - Web Design I&II—**

Concept, development, design and production, registration and launching of web sites. While visual design, color, typography, digital imagery, animation and motion graphics are explored using industry standard technology.

## **ART250 - Printmaking—**

An introduction to a variety of traditional and contemporary printmaking processes, including on and off press techniques. Historical styles of printmaking and application to current trends are explored. Method of transfer used will include relief, intaglio, screen printing, and lithography.

## **ART254, ART255, ART256- Silk Screen Printing I, II, & III—**

Three levels of silk-screen printing explore screen printing techniques from paper stencil to photographic technique as applied to fine art and commercial art.

## **GDES264 - Graphic Design Portfolio & Practice—**

Selecting and presentation of a Graphic Design portfolio along with interviewing techniques and employment searches. (The student is in their final semester of the Graphic Design program for this class.)

## **GDES290 - Graphic Design Internship—**

Students will learn job-interviewing skills and gain real world experience with the opportunity to utilize learned graphic design skills. The experience will involve duties associated with entry-level graphic design.

## **GDES220- Graphic Design - File Prep.—**

Introduction to the digital prepress process that follow a digital file from proper design techniques through output and contract proof. Emphasis proper use of fonts, graphics and page layout applications to achieve predictable, accurate results.

## **GDES280 - Advanced Color Correction—**

Learn advanced color correction techniques that will turn almost any image into quality artwork. Focus on color theory (as it relates to digital media), image quality, and color calibration to achieve predictable, high quality results. Also learn proper scanning and image capture techniques for line-art, grayscale, and color originals.



See more about the AAS Graphic Design program online:

<http://mccck.edu/programs/graphicdesign/>

To see a full list of Art courses at MCC visit online:

<http://mccck.edu/classes/>

