# GRAPHIC AND WEB DESIGN (ATC)

## *Advanced Technical Certificate*

**Career-Technical Program**
**Interest Areas:**
    **Arts, Comm. and Humanities**

The Graphic and Web Design program is designed to prepare students for entry-level positions in the graphic and web design markets. The program emphasizes the basic skills, knowledge, and abilities typically encountered in the graphic design professions as well as the knowledge of how to design, prototype, and create compelling business, informational, educational and self-promotional websites. Instruction includes theories and methodologies used to implement creative, technical, and esthetic solutions into print advertising, packaging, web design, user interactivity, usability/accessibility, digital video, and new media applications.

This is a limited enrollment program. Successful completion of each semester or permission of the instructor is required to continue to the next semester. Successful completion of the technical certificate or permission of the instructor is required for enrollment in third and fourth semester courses.

**Contact Information:**
**Career & Technical Professional Programs Division**
**Hedlund Building, Room 101**
**Phone: (208) 769-3226**
Program Website (https://www.nic.edu/gdes/)

## Program Requirements

| Course | Title | Credits |
|---|---|---|
| **Semester 1** | | |
| GDES-102 | Survey of Graphic Design | 3 |
| GDES-130 | Introduction to Apple Operating System (Mac OS) | 1 |
| GDES-131 | Adobe Illustrator - Vector Graphics | 3 |
| GDES-141 | Web Design I | 3 |
| ENGL-101 | Writing and Rhetoric I | 3 |
| or ENGL-101P | or Writing and Rhetoric I | |
| Select one of the following: | | 3-5 |
| BLDR-120 | Financial Business Applications | |
| MCTE-101 | Technical Mathematics | |
| GEM 3 - A.A.S. Mathematical Ways of Knowing | | |
| | **Credits** | **16-18** |
| **Semester 2** | | |
| GDES-120 | Typography | 2 |
| GDES-132 | Adobe Photoshop - Raster Graphics | 3 |
| GDES-221 | Graphic Design I | 3 |
| GDES-247 | Social Media Design Strategies | 2 |
| GDES-255 | Web Design II | 3 |
| COMM-101 | Fundamentals of Oral Communication | 3 |
| | **Credits** | **16** |
| **Semester 3** | | |
| GDES-222 | Graphic Design II | 3 |
| GDES-227 | Digital Video and Computer Animation | 3 |
| GDES-235 | Adobe InDesign Layout, Composition, and Pre-Press | 3 |
| GDES-245 | User Experience Design and Usability | 3 |
| GDES-252 | Web Design III | 3 |
| GDES-271 | Design Projects | 3 |
| | **Credits** | **18** |
| **Semester 4** | | |
| GDES-223 | Graphic Design III | 3 |
| GDES-261 | Applied Web Development | 3 |
| GDES-283 | Portfolio Development | 3 |
| GDES-290 | Graphic Design Internship | 3 |
| | **Credits** | **12** |
| | **Total Credits** | **62-64** |

## Course Key

| ◇ | AAS | ◉ | ⚑ |
|---|---|---|---|
| GEM | AAS Institutionally Designated | Gateway | Milestone |

## Program Outcomes

Upon completion of the program, students will be able to:

1. Apply professional design principles and practices to digital images, graphics, animations, videos, and webpages.
2. Plan, design, develop, and edit digital images, graphics, animations, and videos.
3. Plan, design, develop, and edit digital time-based media.
4. Plan, design, develop, and edit interactive webpages.
5. Work effectively as part of a design team.
6. Complete a design portfolio representing necessary industry skills.