2015

graphic communications

SOURCEBOOK

GATEWAY
TECHNICAL COLLEGE

contents

Gateway Technical College

Mission: We collaborate to ensure economic growth and viability by providing education, training, leadership and technological resources to meet the changing needs of students, employers and communities.

Vision: We are the community technical college of choice for academic achievement, occupational advancement and personal development.

Business and Information Technology (BIT) Division

Mission: BIT addresses skill and market gaps by providing diverse and applied learning experiences, thereby helping people access pathways for advancement.

Vision: Enrollment in BIT programs grows as a result of quality education, mastery of tools, state-of-the-art technology and instructor engagement with students. Students feel more connected, and employers place greater value on academic programs and occupations. All educational opportunities, including learning and online courses, provide full support for students and meet the needs of diverse learners.

Accreditation Council for Business Schools and Programs (ACBSP)

Vision: Every quality business program in the world is accredited.

American Institute of Graphic Arts (AIGA)

Mission: AIGA Wisconsin works to connect designers to one another, to business and to the broader world while helping them to realize their talents and to advocate the value of design, stimulating thinking and promote design excellence. Our mission is to advance designing as a professional craft, strategic tool and vital cultural force.

Welcome!

At Gateway Technical College the Graphic Communications program strives to meet the highest industry standards and best practices as outlined by The American Institute of Graphic Arts (AIGA), as well the vision and mission of our college, our division and Accreditation Council for Business Schools and Programs ACBSP.

Many of our students join AIGA Wisconsin and actively participate with industry professionals and practices through that relationship.

Our Division has received accreditation from the (ACBSP). This is a global accrediting body for business and accounting programs at all degree levels.

Finally, our instructors and staff are dedicated to strategical development, implementation and deployment of relevant practices to best insure the employability of our graduates.

Read on for more information and resources to assist you in your creative pursuits with Gateway Graphic Communications!

Respectfully,

Your Faculty & Staff,
Gateway Technical College

DO WHAT YOU
LOVE
WHAT YOU DO

top ten attributes for a student to become a successful graphic designer

Developed by the Graphic Communications Instructors at Gateway Technical College

Be enthusiastic and maintain a positive and professional attitude.

Demonstrate a strong work ethic.

Engage in clear and effective communication skills.

Respect self and others in the classroom and as part of a diverse society.

Think critically, creatively and effectively.

Be a fully engaged learner.

Own your future by being responsible for your own career path.

Network and connect with outside resources.

Practice time management.

Be prepared to accept the challenges, rigors and rewards that accompany embarking on your journey to becoming a graphics professional!

delivery formats

We strive to offer as many flexible options as possible to help accommodate the schedules of our busy students. We operate on a three semester system, fall, spring and summer and offer courses in both Elkhorn and Racine plus all courses are offered online.

advisory committees

The Graphic Communications program is proud of its diversely experienced group industry experts who have agreed to serve the students and program with membership on the advisory committee. Our advisory committee provides valuable advice on current labor needs, future trends and appropriateness of the outcomes of our educational programs and services.

Advisors are experienced in the graphics profession for which learners are being prepared to work in. These advisors are selected to serve because they have proven successful in their chosen occupation.

Are you interested in serving your community and industry by becoming an advisory committee member? Please contact Elizabeth Klinzing at 262-741-8190. You can access an Advisory Committee Handbook by going to: https://www.gtc.edu/sites/default/files/files/about/Advisory%20Committee%20Handbook%20Rev%2011-6-13.pdf

TSA

The Graphic Communications program is an active participant in Technical Skill Attainment (TSA). This is an is an initiative adopted by the Wisconsin Technical College System (WTCS) which originated in the Carl Perkins IV legislation. The purpose of participating in this program is to assess the attainment of program outcomes to ensure our graduates have the technical skills needed by employers. The assessments were collaboratively developed by instructors within the WTCS, industry stakeholders and WIDS. This initiative is supported by employers, approved by the System Office and implemented by districts. They meet state criteria including validity, reliability and fairness.

portfolios

In order to prepare students for job readiness, the Graphic Communications program places a strong emphasis on creating traditional and electronic portfolios for students to showcase and present their work. In addition, business practices, job search skills and resume development help to prepare soon to be professionals to actively compete in the dynamic and completive graphics marketplace. All students are required to purchase traditional portfolio cases and to prepare their work in a fashion that meets industry standards prior to graduation.

design process

Research, discover, practice, create and succeed. This is the process adopted by the faculty for course project administration. In alignment with Design Thinking, the design process prepares students for strategic research and development as well as ideation and evaluation. Used on comprehensive projects, each student will engage in gathering relevant information and developing a creative brief. Students will also make connections and explore ideas in order to design to meet objectives, create, and refine work to deliver best solutions and effectively pitch their projects.

student design show

Graphics students have a chance to showcase their work and have it judged by professionals during the annual Student Design Show. Held throughout the district each spring, the show is arranged in a gallery setting of Graphic Communications students' design work. The purpose of the event is to have students' work previewed and judged by industry employers and professionals as well as to celebrate the accomplishments of the students with peers and family.

To preview former events go to:
http://www.teaches-web.com/sds/
https://www.youtube.com/watch?v=e62ppEcoJEQ

meet your team members

Gateway's Graphic Communications Program has a full team of instruction and support personnel prepared and ready to assist you with the pursuit of your career goals.

advisors

Jason Kemp (Elkhorn) kempj@gtc.edu
Andrew Goodman (Online) goodmana@gtc.edu
Raquel Palacios (Racine) palaciosr@gtc.edu
Kevin Gerou (Kenosha) gerouk@gtc.edu
Edward Vargas (Kenosha) vargase@gtc.edu

program administration

Ray Koukari, Dean, koukarir@gtc.edu
Manoj Babu, Associate Dean, babum@gtc.edu

program administrative assitants

Elizabeth Klinzing, klinzinge@gtc.edu
Ericka Bernhardt, bernhardte@gtc.edu

instructors

Laura Laznicka (Elkhorn) laznickal@gtc.edu
Michelle Quinn (Elkhorn) quinnm@gtc.edu
Sue LaCanne (Racine) lacannes@gtc.edu
John Mizer (Racine) mizerj@gtc.edu
Peter Pham (Racine) phampete@gtc.edu

meet your instructors

The Graphic Communications Faculty has extensive hands-on field experience that they each bring uniquely to the classroom. Students will benefit from integrated multi-modal instruction and delivery systems.

Laura Laznicka
laznickal@gtc.edu
262-741-8660

Sue LaCanne
lacannes@gtc.edu
262-741-8660

Peter Pham
phamp@gtc.edu
262-741-8660

Michelle Quinn
quinnm@gtc.edu
262-741-8660

John Mizer
mizerj@gtc.edu
262-741-8660

graphic communications course and degree information

The following section provides program information, course listings and degree requirements. It also overviews program outcomes, core abilities, admission and graduation requirements.

degrees   Graphic Communications is integrated into 2 Associate Degrees, as well as a Digital Photography certificate.

transfer agreements   We have established formal articulation agreements with several four-year educational institutions, Carthage College, University of Wisconsin Parkside and Mount Mary University.

	Career Cluster ►	Career Pathway ►	GRAPHIC COMMUNICATIONS
GATEWAY TECHNICAL COLLEGE **Effective 2015/2016**	Arts, A/V Technology & Communications	Visual Arts	**(10-204-3)** *Associate of Applied Science Degree* **Most Courses Offered at Elkhorn and Racine Campuses & Online**

△Suggested Sequence	√	Course Number		Course Title	Requisites	Credits	Hrs/Wk Lec - Lab
Semester 1		204-100	*	Design Concepts		4	3-2
		204-105	*	Comp. Illustration & Drawing Tech		3	2-2
		204-107	*	Digital Photography, Intro to		3	2-2
		204-125	*	Illustration Media Concepts		3	2-2
		801-136		English Composition 1	Prereq: 831-103 (See Note 1)	3	3-0
Semester 2		204-116	*	Web Page Design For Graphic Designers	Prereq: 204-107	3	2-2
		204-120	*	Multimedia Survey		3	2-2
		204-126	*	Design & Publishing	Prereq: 204-100	3	2-2
		204-127	*	Digital Prepress Fundamentals	Coreq: 204-126	3	2-2
		809-166		Ethics: Theory & Application, Intro to	Prereq: 838-105 (See Note 1)	3	3-0
		804-123 804-113	OR	Math with Business Applications College Technical Math 1A	Prereq: 834-109 (See Note 1) Prereq: 834-110 (See Note 1)	3	3-0
Semester 3		204-109	*	Graphic Design Professional Practices	Prereq: 204-126	3	2-2
		204-134	*	Advanced Problems in Graphic Design	Prereq: 204-126	3	2-2
		204-135	*	Advanced Design Concepts	Prereq: 204-126	4	3-2
		801-197		Technical Reporting	Prereq: 801-136	3	3-0
		809-198		Psychology, Introduction to	Prereq: 838-105 (See Note 1 & 4)	3	3-0
Semester 4		204-142	*	Applied Exit Strategies/Display Graphic	Prereq: 204-109	3	2-2
		204-143	*	Advanced Illustration		3	2-2
		801-198		Speech	Prereq: 838-105 (See Note 1)	3	3-0
		809-196		Sociology, Introduction to	Prereq: 838-105 (See Note 1 & 4)	3	3-0
Electives		*Take 6 elective credits. Any associate degree level course may be taken as an elective.* *Suggested Electives:* 204-115 Advanced Digital Photography (3 Cr) 204-149 Advanced Web Page Design (3 Cr)				*6*	

Minimum Program Total Credits Required **68**

△*Courses may be taken out of suggested sequence as long as requisites have been met.*

GATEWAY TECHNICAL COLLEGE Effective 2015/2016	Career Cluster ▶ Arts, A/V Technology & Communications	Career Pathway ▶ Visual Arts	**GRAPHIC COMMUNICATIONS** (10-204-3) *Associate of Applied Science Degree* Most Courses Offered at Elkhorn and Racine Campuses & Online

PROGRAM DESCRIPTION

Graphic Communications educates students in the practice of design, illustration, and reproductive processes related to the print and audio visual media. Course work includes basic illustration, visual communication, and reproductive concepts with emphasis on development in computer graphic skills. The program includes certain aspects of commercial art and communication/computer graphics, with emphasis on skills training required for the increasingly technological focus of graphic design in today's workplace.

PROGRAM LEARNING OUTCOMES

Graduates of the Graphics Communications Associate Degree Program should be able to:

1. Apply principles of design to develop strategic marketing and communication products and services.
2. Demonstrate proficiency in the use of design software, tools, and technology.
3. Implement creative solutions from concept through completion using a formal process.
4. Apply effective legal and ethical business practices and project management skills.
5. Communicate artwork rationale in formal and informal settings.

CORE ABILITIES

Gateway believes students need both technical knowledge and skills and core abilities in order to succeed in a career and in life. The following nine core abilities are the general attitudes and skills promoted and assessed by all Gateway programs. All Gateway graduates should be able to:

1. Act responsibly
2. Communicate clearly and effectively
3. Demonstrate essential computer skills
4. Demonstrate essential mathematical skills
5. Develop job seeking skills
6. Respect themselves and others as a member of a diverse community
7. Think critically and creatively
8. Work cooperatively
9. Value learning

ADMISSION REQUIREMENTS

1. Students must submit an application & $30 fee.
2. Students must complete reading, writing, math, and computer skills placement assessments.
3. Students must submit official high school, GED, or HSED transcript.

GRADUATION REQUIREMENTS

1. Minimum 68 credits with an average of 2.0 or above.
2. *Average of 2.0 ("C") or above for these major courses.

For a complete list of Graduation Requirements check the Student Handbook.

NOTES

1. A satisfactory placement test score (or successful remediation) is required prior to enrollment. See an advisor for details.
2. The Graphic Communications program at Gateway Technical College has course articulation degree completion agreements with UW-Parkside and Carthage College. See an advisor for details.
3. Any course may be taken prior to entry in the program, assuming prerequisites and corequisites have been satisfied (or waived with department approval).
4. Transfer credits in Social Science may substitute for this course. See an advisor for details.

OTHER INFORMATION

Gateway Technical College reserves the right to modify curriculum requirements for students who interrupt enrollment for a period of two years or take over seven years to complete. Tuition and material fees are determined by the board of the Wisconsin Technical College System. Consult Web Advisor for exact fee amounts. Occasionally, the District may offer a particular course out of published sequence. By doing so, the District does not obligate itself to offer succeeding courses out of published sequence.

EQUAL OPPORTUNITY EMPLOYER AND EDUCATOR
EMPLEADOR Y EDUCADOR QUE OFRECE IGUALDAD DE OPORTUNIDADES

To schedule an appointment with an advisor, please call 1-800-247-7122.
For a complete list of course descriptions (and possible online courses) for this program, please consult Web Advisor on our web page at www.gtc.edu.

My advisor is _____.   My advisor's contact information is _____.

	Career Cluster ►	Career Pathway ►	MARKETING
GATEWAY TECHNICAL COLLEGE **Effective 2015/2016**	*Marketing*	Marketing Communications	**(10-104-3D) – Marketing Communications** *Associate of Applied Science Degree* Most Courses Offered at Elkhorn, Kenosha, and Racine Campuses & Online

△*Suggested Sequence*	√	*Course Number*		*Course Title*	*Requisites*	*Credits*	*Hrs/Wk Lec - Lab*
Semester 1		104-101	*	Marketing Principles		3	3-0
		204-100	*	Design Concepts		4	3-2
		204-105	*	Comp. Illustration & Drawing Tech		3	2-2
		204-107	*	Digital Photography, Intro to		3	2-2
		801-136		English Composition 1	Prereq: 831-103 (See Note 1)	3	3-0
Semester 2		104-104	*	Selling Principles		3	3-0
		104-105	*	Promotion Principles		3	3-0
		204-116	*	Web Page Design for Graphic Designers	Prereq: 204-107	3	2-2
		204-126	*	Design & Publishing	Prereq: 204-100	3	2-2
		804-123	*OR*	Math with Business Applications	Prereq: 834-109 (See Note 1)	3	3-0
		804-115		College Technical Math 1	Prereq: 834-110 (See Note 1)	5	5-0
		809-172		Diversity Studies, Introduction to	Prereq: 838-105 (See Note 1)	3	3-0
Semester 3		104-118	*	Advanced Promotion	Prereq: 104-105	3	3-0
		104-161	*	Selling Principles, Advanced	Prereq: 104-104	3	3-0
		204-109	*OR*	Graphic Design Prof. Practices	Prereq: 204-126	3	2-2
		102-138		BIZ Internship	Prereq: Instructor Consent		
		801-197		Technical Reporting	Prereq: 801-136	3	3-0
		809-198		Psychology, Introduction to	Prereq: 838-105 (See Note 1 & 3)	3	3-0
Semester 4		104-115	*	Marketing Capstone/Internship	Prereq: 104-101; 104-104 & Inst. Consent Coreq: 104-116; 104-161	3	1-0-0-4
		104-116	*	Electronic Marketing/Social Media	Prereq: 104-101	3	3-0
		204-120	*	Multimedia Survey		3	2-2
		801-196	*OR*	Oral/Interpersonal Communication	Prereq: 838-105 (See Note 1)	3	3-0
		801-198		Speech			
		809-144		Macroeconomics	Prereq: 838-105 (See Note 1)	3	3-0
Electives				*Take 6 elective credits. Any associate degree level course may be taken as an elective.* **Suggested Electives:** 204-115 Advanced Digital Photography (3 Cr) 104-173 Marketing Research (3 Cr) 204-134 Advanced Problems in Graphic Design (3 Cr) 204-149 Adv. Web Page Design (3 Cr)		*6*	

| | | | | | ***Minimum Program Total Credits Required*** | **70** | |

△*Courses may be taken out of suggested sequence as long as requisites have been met.*

| GATEWAY TECHNICAL COLLEGE Effective 2015/2016 | Career Cluster ▶ *Marketing* | Career Pathway ▶ Marketing Communications | **MARKETING** **(10-104-3D) – Marketing Communications** *Associate of Applied Science Degree* Most Courses Offered at Elkhorn, Kenosha, and Racine Campuses & Online |

PROGRAM DESCRIPTION

Marketing, which can be completed in two years of study if taken full-time, concentrates on a general method of marketing and sales. Course work includes such items as introduction to microcomputers, business overview, credit procedures, business communication, promotion methods, business law, supervisory techniques, retailing, general sales, and psychology.

PROGRAM LEARNING OUTCOMES

Graduates of the Marketing-Marketing Communications Associate Degree Program should be able to:

1. Communicate effectively in a professional environment.
2. Develop strategies to anticipate and satisfy market needs.
3. Promote products, services, images, and/or ideas to achieve a desired outcome.
4. Evaluate information through the marketing research process.
5. Prepare selling strategies.

CORE ABILITIES

Gateway believes students need both technical knowledge and skills and core abilities in order to succeed in a career and in life. The following nine core abilities are the general attitudes and skills promoted and assessed by all Gateway programs. All Gateway graduates should be able to:

1. Act responsibly
2. Communicate clearly and effectively
3. Demonstrate essential comp. skills
4. Demonstrate essential math skills
5. Develop job seeking skills
6. Respect themselves and others as a member of a diverse community
7. Think critically and creatively
8. Work cooperatively
9. Value learning

ADMISSION REQUIREMENTS

1. Students must submit an application & $30 fee.
2. Students must complete reading, writing, math, and computer skills placement assessments.
3. Students must submit official high school, GED, or HSED transcript.

GRADUATION REQUIREMENTS

1. Minimum 70 credits with an average of 2.0 or above.
2. *Average of 2.0 ("C") or above for these major courses.

For a complete list of Graduation Requirements check the Student Handbook.

NOTES

1. A satisfactory placement test score (or successful remediation) is required prior to enrollment. See an advisor for details.
2. Any course may be taken prior to entry in the program, assuming prerequisites and corequisites have been satisfied (or waived with department approval).
3. Transfer credits in Social Science may substitute for this course. See an advisor for details.

OTHER INFORMATION

Gateway Technical College reserves the right to modify curriculum requirements for students who interrupt enrollment for a period of two years or take over seven years to complete. Tuition and material fees are determined by the board of the Wisconsin Technical College System. Consult Web Advisor for exact fee amounts. Occasionally, the District may offer a particular course out of published sequence. By doing so, the District does not obligate itself to offer succeeding courses out of published sequence.

EQUAL OPPORTUNITY EMPLOYER AND EDUCATOR
**EMPLEADOR Y EDUCADOR QUE OFRECE IGUALDAD DE OPORTUNIDADES**

To schedule an appointment with an advisor, please call 1-800-247-7122.
For a complete list of course descriptions (and possible online courses) for this program, please consult Web Advisor on our web page at www.gtc.edu.

My advisor is _____.   My advisor's contact information is _____.

graphic communications required tools

These are some of the tools you will need while pursuing your Graphic Communications degree.

You may be asked to acquire additional tools and supplies not shown by individual instructors.

lynda.com®
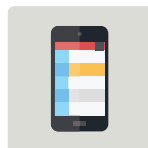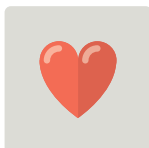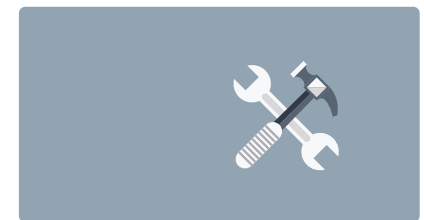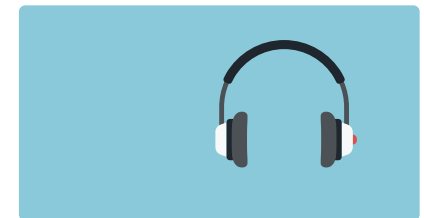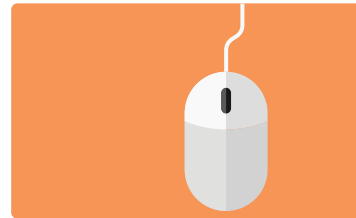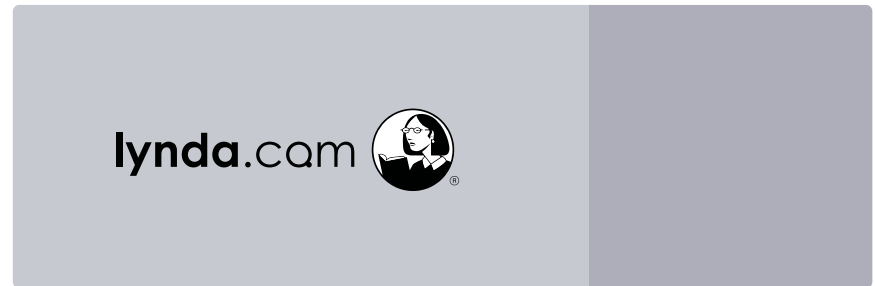
laptop information

The Graphic Communications program at Gateway Technical College has recently transitioned to become a laptop program. What does that mean? This means that every student enrolled in the program should acquire a laptop that meets recommended specifications to utilize inside and outside of the classroom.

We believe that fostering a program where students own their own laptops and software will encourage users to be more independent and will better prepare them professionally for the industry after they graduate and migrate into the workforce.

Students who own their own equipment are more motivated and engaged in learning. Individual ownership has also been linked to better organizational skills, improved literacy, collaboration and enhanced analytical thinking.

Although most graphics professionals prefer and utilize the Apple platform, students may purchase other platforms if they wish.

To best meet the demands of the industry, students will be subscribing to and working with the Adobe Creative Cloud suite. To ensure optimum hardware performance we recommend meeting the computer specifications as outlined on the Adobe Creative Cloud website:

http://helpx.adobe.com/creative-cloud/system-requirements.html

digital camera recommendations

In order to best engage in the required digital photography courses and prepare for the professional workforce, it is recommended that each student purchase a DSLR camera.

If this is not feasible we do have cameras available for checkout in the Racine and Elkhorn libraries. All that is required is enrollment in a qualifying course and a standard student ID. These cameras are available at no cost to the student.

lynda.com training

One of the teaching tools used at Gateway Technical college is an online video training service.

lynda.com is a leading online learning company that helps our students effectively learn software, technology, creative, and business practices. A full access subscription is available to every student enrolled in the program at no extra cost to the student.

other tools

Instructors may request specific tools and supplies for courses. Other recommended and required tools that will help insure student success in the overall program include:

• **traditional portfolio** to showcase student projects in a printed format

• **large capacity external hard-drive** to transport and backup digital files

visit our photography group on facebook

https://www.facebook.com/groups/204107phams/

check out some of our pinterest boards

https://www.pinterest.com/michelle5734/photography/

program book information

A comprehensive overview of the textbooks adopted by the faculty of the Graphic Communication Program.
Books for each course are also posted at http://www.bkstr.com/

204-100 Design Concepts

Color Index 2: Over 1500 New Color Combinations. For Print and Web Media. CMYK and RGB Formulas.

by Jim Krause

204-100 Design Concepts

Graphic Design Solutions 5th Edition

by Robin Landa

204-105 Computer Illustration & Drawing Tech

Illustrator CC: Visual QuickStart Guide

by Elaine Weinmann

204-107 Intro to Digital Photography

The Digital Photography Book: Part 1

by Scott Kelby

204-125 Illustration Media Concepts

Exploring Illustration

by Michael Fleishman

204-134 Advanced Problems in Graphic Design

Exploring Graphic Design

by Chuck Groth

204-109 Graphic Design Professional Practices

The Creative Business Guide to Running a Graphic Design Business

by Cameron S. Foote

204-128 Business of Photography

Best Business Practices for Photographers

by John Harrington

204-115 Advanced Digital Photography

Digital Photography Masterclass

by Tom Ang

204-115 Advanced Digital Photography

The Complete Guide to Light & Lighting in Digital Photography

by Michael Freemant

204-126 Design & Publishing

Layout Workbook: A Real-World Guide to Building Pages in Graphic Design

by Kristin Cullen

204-109 Graphic Design Professional Practices AND 204-134 Advanced Problems in Graphic Design AND 204-135 Advanced Design Concepts

Designing Brand Experience: Creating Powerful Integrated Brand Solutions

by Robin Landa

student e-mail

Did you know that all registered students at Gateway have an assigned e-mail account?

Student e-mail allows students to receive important information from Gateway including financial aid notifications, admissions status notifications, student activities announcements and communications from instructors.

Look for your Gateway e-mail address on your class schedule. Student e-mail guidelines are covered in the student handbook under "Computing, Networking and Information Resources."

1. You will need your Gateway-assigned seven-digit student ID number.
2. Go to www.gtc.edu and click on My Gateway and then on student e-mail or directly at http://mail.gtc.edu.
3. Fill in the login screen.

   User name: Enter your own Gateway student ID number.

   Password: Enter your **My Gateway** password— the same password you use for your e-mail, Blackboard, WebAdvisor and wireless access.

   For other password questions, see the "My Gateway Password" panel of this brochure.

questions on student e-mail?

Contact the Gateway Technology Support Center at 262.564.3695 or 800.353.3153.

lynda.com

Did you know that all registered students at GTC have full, free access to lynda.com, a leading online learning company?

To access:

1. Go to: lynda.gtc.edu
2. Username: Your 7 Digit Gateway Student ID #
3. Password: Same as your Gateway Student Email

blackboard

Blackboard is your web-based hub for course information such as syllabi, handouts, assignments, interactive discussion boards, grading and online tests. Blackboard use varies by program, course and instructor.

If you are enrolled in an online class, all of your course content will be accessed through your Blackboard account. In addition, many instructors will add material to Blackboard to complement their on-campus classes. Be sure to find out how Blackboard will be used in your classes.

If you have an online course, this is your link to Gateway and that course.

1. Using the Internet, enter the website address of www.gtc.edu and click on My Gateway and then on Blackboard or directly at http://gtc.blackboard.com.
2. Username: Enter your Gateway-assigned seven-digit student ID number.
3. Password: Enter your My Gateway password, the same password you use for your e-mail, Blackboard and WebAdvisor. For other password questions, see the "My Gateway Password" panel of this brochure.
4. Click "LOG IN."
5. After logging in, click on the student support tab and scroll down to supported browsers to see which browser will work best for your system.

questions on blackboard?

262-564-3202 or distancelearning@gtc.edu

discount software

The Wisconsin Integrated Software Catalog site lets students of the Wisconsin Technical College Systems purchase popular software packages at substantial discounts. WISC strives to get the maximum value from software publishers for each dollar our customers (you) spend on software.

http://wiscsoftware.wisc.edu/wisc/

webadvisor

WebAdvisor is an online service used by students to search and register for classes, track financial aid, print class schedules, access grades and transcripts, and keep personal information up to date.

accessing webadvisor

1. Using the Internet, enter Gateway's website address of www.gtc.edu and click on the My Gateway icon, and click on WebAdvisor.
2. Click on "LOG IN."

   User ID: Enter your own Gateway-assigned seven digit ID number.

   Forget your student ID number?

   Click on "What's My User ID?" Then enter your last name, social security number and birth date. Click on "Submit." WebAdvisor will return your student ID number.

   Password: Enter your My Gateway password, the same password you use for your e-mail, Blackboard, WebAdvisor and wireless access.

   First-time WebAdvisor users can obtain a password by clicking on My Gateway, then on WebAdvisor, and then click on the "What's My Password" link on the bottom of the page and follow the directions. Fill out sections 1 and 3; or Section 4 if you have set up a security question and answer.

3. Once you've entered your ID and password, click on "submit." Click on "students" to get to the menu to check grades, register, make payments, and update your personal information.
4. When you're finished, make sure to log out. Wireless computer information is on the back of brochure.

questions on webadvisor?

Racine Campus: 262-619-6300.
Kenosha Campus: 262-564-2300.
Elkhorn Campus: 262-741-8300.

03/08/2014 19:40

Untitled 001 - Artwork

getting involved

There are many wonderful opportunities for students at Gateway to be involved outside of the classroom. Here are a few that are ideal for graphics students.

AIGA
American Institute of Graphic Arts

Gateway's Graphic Design Association are also encouraged to join AIGA Wisconsin. To assist with the membership fee, active students are offered a reimbursement from the club for their AIGA membership.

AIGA encourages the formation of student groups at colleges and universities and is committed to developing these groups as a way of encouraging students to take the first step in demonstrating a commitment to their professional interest and assisting them in understanding the profession. The goal of the student groups is to get the student involved in the local design community, create a community of their own and help them build leadership skills that will be valuable as they move into the professional world.

Biz Squad

Gateway Technical College's Biz Squad program is an opportunity for Gateway students to gain hands-on experience while providing no-cost customized business assistance to area businesses in Southeastern Wisconsin.

Multidisciplinary student project teams overseen by Gateway instructors at the Elkhorn, Kenosha and Racine Campuses complete needs analysis and provide needed services for businesses in areas such as accounting, graphic communications, marketing and IT.

gda
Graphic Design Association

Gateway's Graphic Design Association is a great way for students enrolled in the Graphic Communications program to connect with their peers in an exciting club.

GDA is dedicated to the community, as we participate in many school social activities to create awareness of our club and to connect with Gateway Technical College students, staff and the community.

The Graphic Design Association is an active participant in fundraisers held to raise money for educational trips that stimulate our creative minds and create a viable connection with visual communication and the world.

International Education Abroad

Gateway Technical College recognizes the need for its students to prepare for careers in the ever-changing global economy and is internationalizing its campus and curriculum to give its students a step up in today's marketplace.

Gateway offers a variety of international education opportunities ranging from Global Scholars, to Study Abroad, to foreign film festivals, to international partnerships. Students and faculty are encouraged to get involved and think globally.

Graphic design students have studied abroad for many years in Germany as well as France.

2015 Student Design Show
http://www.teaches-web.com/sds/

2015 Student Design Show Video
https://www.youtube.com/watch?v=e62ppEcoJEQ

Salary Guide
http://www.aiga.org/salary-survey/

AIGA - American Institute of Graphic Arts
We have an AIGA Wisconsin Student Chapter
which coincides with our Graphic Design Association

https://wisconsin.aiga.org/

US Department of Labor Outlook
http://www.bls.gov/ooh/arts-and-design/graphic-designers.htm

Career & Education Guide
http://www.aiga.org/guide-careerguide/

Graphic Communications Program Page
https://www.gtc.edu/programs/associate-degree/
graphic-communications

Graphic Design Program Video
https://www.youtube.com/watch?v=a3TDkl2WK9Y

Graphic Communications Website
http://weblogmu2.gtc.edu/sds-graphiccom/

helpful links

Graphics Facebook FAN Page
https://www.facebook.com/pages/Gateway-Technical-College-
Graphic-Communications-Program/218158238251541

Graphics Facebook Discussion Group
https://www.facebook.com/groups/211084142294624/

resources

classrooms & labs

Students are encouraged to use the classrooms and labs when they are not in use for intructional purposes to work on their projects and assignments. Each classroom has a posted schedule right outside of its door to reference available times.

If a student needs to access a classroom after hours, they should see their instructor to learn about how they can receive digital access to the rooms.

camera checkout

There are a limited number of DSLR cameras available for student checkout in the library. You must be enrolled in a digital photography or other related class in order to check out a camera.

The libraries have lists of currently enrolled students who have permission to checkout the equipment.

library

Our best and most valuable resources in the libraries are our staff. Reference assistance is available at all campus libraries in-person, by telephone or via email. Reference librarians and other library staff will assist users in locating library materials, using the library catalog and other databases, and helping users find the answers and information they need.

For more information go to: http://libguides.gtc.edu/c.php?g=36352/

tutoring

Tutoring Services, located within Gateway's Learning Success Centers (LSC), provides tutoring and small group work for any student enrolled in Gateway Technical College courses. The LSC instructors also provide instructional tips and strategies on successful study skills. Tutoring services for currently enrolled students is included in the cost of tuition.

For more information go to: https://www.gtc.edu/tutoring-services

scholarships

Thanks to the generosity of our donors, Gateway Foundation offers more than 160 scholarships annually. There could be a scholarship for you. Your first step is to apply. Two hours of your time could earn you a scholarship between $500 and $2,000.

https://www.gtc.edu/student-services/financial-aid/scholarships

student health insurance

In the Summer 2012 term Gateway first implemented Student Accident Insurance coverage through Arthur J. Gallagher & Co. This coverage will be a great value to our students and we are excited to be able to provide accident insurance coverage.

Please go to https://www.gtc.edu/student-accident-insurance for additional coverage details.

This student handbook provides an in-depth review of the policies and procedures that are important to you as a Gateway Technical College student. Please take time to carefully review the handbook as the information provided will aid in your success at Gateway Technical College.

The student services division has a team of experts ready to assist you as you navigate your educational journey at Gateway, so please call whenever you need assistance.

1-800-247-7122

https://www.gtc.edu/sites/default/files/files/documents/1436795621/Gateway-Student-Handbook_2015-2016.pdf

The following two pages describe Business and
Information Technology (BIT) Division policies.
Please read the syllabus provided by each
instructor for additional policies custom to the
course you are taking as well as your schedule
and grading requirements.

Core Abilities

Gateway Technical College believes students need both
technical knowledge and skills and core abilities in order to
succeed in a career and in life. The following nine core abilities
are the general attitudes and skills promoted and assessed in
all Gateway programs:

- Act responsibly
- Communicate clearly and effectively
- Demonstrate essential computer skills
- Demonstrate essential mathematical skills
- Develop job-seeking skills
- Respect self and others as members
  of a diverse society
- Think critically and creatively
- Work cooperatively
- Value learning

Grading

An understanding of the grading guidelines is critical to the
successful completion of this course. Please read carefully,
and contact the instructor if you have any questions.

The following grading scale is used:

Grade	Percentage	Grade	Percentage
A	94 – 100	C	74 – 76
A-	90 – 93	C-	70 – 73
B+	87 – 89	D+	67 – 69
B	84 – 86	D	64 – 66
B-	80 – 83	D-	60 – 63
C+	77 – 79	F	< 60

*Note: Students in the graphic communications program
must earn a "C" or higher in the class or retake it.*

Incompletes

An incomplete grade is given only in extenuating
circumstances. To request an incomplete grade, a student
must have already completed 80% of coursework and have
a passing grade at the time of the request. The instructor
and student will come up with a plan and timetable when
unfinished work will be due. The incomplete grade can hold
up a student's financial aid for the next semester, resulting in
financial aid probation until the course is completed and a
final grade is given.

Midterm

Midterm grades will be posted by the course instructor and
available via WebAdvisor approximately seven weeks into
the semester. Midterm grades are a snapshot of your grade
on the date the midterm grade is entered. Midterm grades
do not appear on your transcript and are not calculated
into your GPA. Instructor progress comments may also be
provided via WebAdvisor and/or via email.

Policies and Procedures

The following policies will be followed in this class.
Additional college policies can be found in the Gateway
Student Handbook. Printed and PDF copies of the handbook
are available in the bookstore and on Gateway's website
(www.gtc.edu), respectively.

DSS

Students with disabilities who believe they may need
reasonable accommodations in this class are encouraged
to contact Disability Support Services (DSS) instructors as
soon as possible to ensure that such accommodations are
implemented in a timely fashion. Disability Support Services
is located in the Learning Success Center:

Burlington/Elkhorn
Learning Success Center - North Building, 208
(262) 741-8020

Kenosha
Learning Success Center - Academic Building, A111
(262) 564-2006

Racine
Learning Success Center - Lake Building, 1st Floor
(262) 619-6216

Deaf/Hard of Hearing [all campuses]:
(262) 564-2564, Wisconsin Relay System: 711

Title IX

Disability Support Services (DSS) offers a variety of
accommodations and support services to assist students
in their academic success. However, accommodations are
not retroactive and course standards will not be lowered;
therefore students are encouraged to connect with the
DSS staff early.

Due Process

If you have an issue with the class, instructor, or grades, please follow the Student Due Process Rights outlined in the Gateway Student Handbook (PDF).

Internet Use

The Internet and social networking sites, including but not limited to Twitter, YouTube, and Facebook, are not controlled by Gateway Technical College. While there can be educational value to these sites, there is potential for offensive language, adult content and situations. If you have concerns, please talk with your instructor.

Pandemic

Should there be a public health pandemic emergency, students are responsible for the following:

- Being prepared and able to adapt if there is an unplanned absence (pandemic emergency). Students should be present when classes are in session and manage their time so that they can complete assignments and assessments on or before the date they are due.

- Completing work missed due to an absence within the time frame determined by the instructor.

- Participating in an alternative delivery method of instruction as determined by the instructor. The alternative delivery method that will be used for this course is Internet (Blackboard).

Responsibility

The Gateway District recognizes that in order to operate a meaningful educational program and a safe environment for students and staff, the Student Code of Conduct in the Gateway Student Handbook (PDF) will be followed. The Gateway District believes every student has the right to pursue an education free from disruption, harassment, illegal activities, threats, or danger. Every student is expected to comply with the standards set and to be familiar with all the rules, regulations, and policies of Gateway Technical College. On a daily basis, any student or group of students may be denied access to the classroom upon the instructor's determination that their behavior impedes student learning, the health and safety of peers, self, or the staff. The instructor will notify the student(s) of their denied access. The dean of campus affairs will also be notified by the end of the working day.

The District further believes that academic honesty and integrity are fundamental to the educational mission of this College. Dishonesty, which includes, but is not limited to, knowingly furnishing false information to the College, plagiarism, or any form of cheating, will be punished. For a first violation, the instructor will issue an "F" for the assignment or exam. For a second violation, the instructor will issue an "F" for the course. All violations will be reported to the dean of campus affairs or designee, who will follow the discipline procedure in the Gateway Student Handbook (PDF).

Student Support

Gateway offers a variety of free support services and support programs to help students succeed in their studies. Services include tutoring, supplemental instruction, and disability support services in the Learning Success Center. Programs include the Learning Success Coaching, Multicultural Program, Non-Traditional Occupations Program, StepUp Program, and TRiO Support Services. For details, see the "Services for Students" section of the Gateway Student Handbook (PDF).

Tech. Support

If there is a technology problem, please contact the instructor or the Gateway Technology Support Center by doing the following:

- entering a support request on the ticketing system at **https://support.gtc.edu**

- telephoning 1.262.564.3695 or 1.800.353.3153

Course Schedule

The schedule may change to promote learning. Refer to your individual course syllabus for specific information.

03/08/2014 19:40

Graphic Communiations Program

Elkhorn Campus
400 County Road H, Elkhorn, WI 53121

Racine Campus
1001 S. Main Street, Racine, WI 53403

www.gtc.edu/programs/associate-degree/graphic-communications