



## Graphic Communications (10-204-3)

Associate of Applied Science  
**Effective 2020/2021**

*The course sequence shown on this sheet is the recommended path to completion. Courses will be scheduled in the terms indicated here.  
All courses should be taken in the order shown to help you stay on track and graduate according to your academic plan.*

**E-D = Elkhorn/days, R-D = Racine/days, R-E = Racine/evenings, O = Online, F=Fall, S=Spring, SU=Summer**

Term	Course #	Cr.	Course Title	Requisites (prereq- before/ coreq-with)	E-D	R-D	R-E	O
1	890-155	1	📍 Gateway to Success (G2S)		F	F	F	S
1	*204-100	4	🎓 Design Concepts		F	F	F	S
1	*204-105	3	Comp. Illustration & Drawing Tech <sup>4</sup>		F	F	F	S
1	*204-107	3	Digital Photography, Intro to <sup>4</sup>		F	F	F	S
1	*204-125	3	Illustration Media Concepts <sup>4</sup>	Coreq: 801-136	F	F	F	S
1	801-136	3	English Composition 1 <sup>1,4</sup>	Prereq: 831-103 OR 831-107	F	F	F	S
2	*204-116	3	Web Page Design For Graphic Designers	Prereq: 204-107	S	S	S	SU
2	*204-120	3	Multimedia Survey	Coreq: 804-135	S	S	S	SU
2	*204-140	4	🎓 Design Publishing & Prepress	Prereq: 204-100	S	S	S	SU
2	804-135	3	Quantitative Reasoning <sup>1</sup>	Prereq: 834-109	S	S	S	SU
3	*204-109	3	🎓 Graphic Design Professional Practices <sup>1</sup>	Prereq: 204-140	F	F	F	F
3	*204-134	3	Advanced Problems in Graphic Design	Prereq: 204-140	F	F	F	F
3	*204-135	4	Advanced Design Concepts	Prereq: 204-140	F	F	F	F
3	801-197	3	Technical Reporting	Prereq: 801-136	F	F	F	F
3	809-198	3	Psychology, Introduction to <sup>1,3,4</sup>	Prereq: 838-105 OR 831-107	F	F	F	F
4	*204-142	3	Applied Exit Strategies/Display Graphic	Prereq: 204-109	S	S	S	S
4	*204-143	3	Advanced Illustration	Prereq: 801-136; 804-135	S	S	S	S
4	801-198	3	Speech		S	S	S	S
4	809-196	3	Sociology, Introduction to <sup>1,3,4</sup>	Prereq: 838-105 OR 831-107	S	S	S	S
4	XXX-XXX	3	Elective Course	Take 3 credits at the associate degree level. Suggested electives listed on back.	S	S	S	S

**Minimum Program Total Credits Required: 61**

Notes associated with courses (identified by a superscript number at the end of the course title) are located on the back of the sheet.

📍 Mastery of this course will put students on a path to achieve successful degree completion, on-time graduation, and enrich the college experience. Students are required to take this course in their first semester of enrollment. Please see an advisor for details.

🎓 = Milestone Course. Faculty have identified this course as providing a strong foundation for success throughout the program.

(\*) indicates students must achieve a combined average of 2.0 ("C") or above for these major courses to meet graduation requirements.

## Graphic Communications (10-204-3)

*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 will 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.

### Essential Career Competencies

Gateway's six essential career competencies are the general attitudes and skills promoted and assessed by all programs. All Gateway graduates will develop skills in:

- Communication Competence
- Professionalism and Career Management
- Cultural Competence
- Critical Thinking and Problem Solving
- Teamwork and Collaboration
- Technology Competence

## Admission Requirements

1. Students must submit an application and pay \$30 fee.
2. Students must meet one of the following: minimum high school GPA of 2.6, minimum college GPA of 2.0, or complete valid reading, writing, and math placement assessments.

## Graduation Requirements

- Minimum 61 credits with an average of 2.0 or above.
- \*Average of 2.0 ("C") or above for these major courses.
- Complete 890-155 Gateway to Success (G2S) in the first semester.

For a complete list of Graduation Requirements, check the Student Handbook or [Graduation Requirements](#).

## Suggested Electives

204-115 Advanced Digital Photography	204-149 Advanced Web Page Design
809-166 Ethics	

## Notes

1. A satisfactory placement test score (or successful remediation) is required prior to enrollment. See an advisor for details.
2. Gateway has many articulation agreements with four-year colleges and universities. If you are planning on transferring to a four-year institution please review this information online at [gtc.edu/transfer](http://gtc.edu/transfer). If an institution is not listed, please contact them directly to see which courses transfer. You may also contact your advisor for more information.
3. Transfer credits in Social Science may substitute for this course. See an advisor for details.
4. A credit for prior learning assessment is available for this course. For more information, please contact [cfpl@gtc.edu](mailto:cfpl@gtc.edu).

## Accreditation Statement

Gateway Technical College's Graphic Communications program is fully accredited and in good standing with the Accreditation Council for Business Schools and Programs [[www.acbsp.org](http://www.acbsp.org)].

Accreditation Council for Business Schools and Programs (ACBSP)  
11520 West 119th Street  
Overland Park, KS 66213  
Phone: (913) 339-9356  
[www.acbsp.org](http://www.acbsp.org)

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 My Gateway 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.