

**Program Information Report**

**School of Digital Media Arts**

Creativity abounds in the School of Digital Media Arts which encompasses the disciplines of animation, graphic design, web design and development, photography and digital video. The programs in Digital Media Arts introduce students to foundational skills in these disciplines and prepare them for creative jobs.

Washtenaw Community College offers programs at several levels for students who want to begin new careers, or advance in their existing careers. The first level is the certificate, which can vary from nine to thirty-six credits, depending on the field. Certificates generally prepare students for entry-level jobs.

The next level, an Associate Degree, is available for some programs. Credit hours from the certificate can be applied to the credit hours needed for the Associate Degree.

**Graphic Design**

From the foundations of visual communication through production techniques, this field allows you to utilize your creative and artistic abilities.

**Graphic Design (CFGDTC)**

**Certificate**

**Program Effective Term: Fall 2016**

**High Demand Occupation High Skill Occupation High Wage Occupation**

This program provides students with entry-level skills in graphic design and allows students to upgrade or expand their present skills. It also is a path for upgrading or expanding skills in one's present employment. Students will focus on typography and the foundations of visual communication design for both print and on-screen media, and build skills in the most widely used graphic design software applications. This program provides credits towards the Associate in Applied Science Degree in Graphic Design.

**Articulation:**

Eastern Michigan University, several BS degrees.

Copies can be obtained from the Counseling Office, a program advisor, or from the Curriculum and Assessment Office Web site: <http://www.wccnet.edu/curriculum/articulation/levelone/colleges>.

**Program Admission Requirements:**

Good computer skills and aptitude are required to enroll in GDT computer-based courses. GDT courses are taught using Macintosh computers.

Major/Area Requirements		(27 credits)
GDT 100	Typography I	4
GDT 104	Introduction to Graphic Design	4
GDT 112	Principles and Problem-Solving in Graphic Design	4
GDT 220	Publication Design	4
WEB 115	Introduction to Interface Design	4
WEB 215	Intermediate Interface Design	4
	Restricted Electives: ART 101, ART 102, ART 111, ART 112, ART 114, ART 120, ART 122, ART 125, ART 127, ART 129, GDT 106, GDT 107, GDT 108, GDT 151, GDT 239, GDT 245 or any 100 level or higher ANI, PHO, VID or WEB course.	3-4

**Minimum Credits Required for the Program: 27**

PROGRAM CHANGE OR DISCONTINUATION FORM

Program Code: CFGDTC Program Name: Graphic Design  
 Division Code: BCT Department: DMAD

Effective Term: Fall 2016

**Directions:**

1. Attach the current program listing from the WCC catalog or Web site and indicate any changes to be made.
2. Draw lines through any text that should be deleted and write in additions. Extensive narrative changes can be included on a separate sheet.
3. Check the boxes below for each type of change being proposed. Changes to courses, discontinuing a course, or adding new courses as part of the proposed program change, must be approved separately using a Master Syllabus form, but should be submitted at the same time as the program change form.

**Requested Changes:**

- |  |   |
|--|---|
| <input type="checkbox"/> Review                          | <input checked="" type="checkbox"/> Program admission requirements  |
| <input type="checkbox"/> Remove course(s): _____         | <input type="checkbox"/> Continuing eligibility requirements  |
| <input type="checkbox"/> Add course(s): _____            | <input type="checkbox"/> Program outcomes   |
| <input type="checkbox"/> Program title (title was _____) | <input type="checkbox"/> Accreditation information  |
| <input type="checkbox"/> Description                     | <input type="checkbox"/> Discontinuation (attach program discontinuation plan that includes transition of students and timetable for phasing out courses) |
| <input type="checkbox"/> Type of award                   | <input type="checkbox"/> Other _____  |
| <input type="checkbox"/> Advisors                        |   |
| <input type="checkbox"/> Articulation information        |   |

Show all changes on the attached page from the catalog.

**Rationale for proposed changes or discontinuation:**

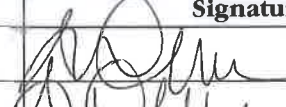

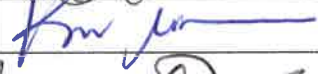

GDT 105 has been inactivated, so is no longer an admission requirement.

**Financial/staffing/equipment/space implications:**

**List departments that have been consulted regarding their use of this program.**

Digital Media Arts

**Signatures:**

Reviewer	Print Name	Signature	Date
Initiator	Ingrid Ankerson		5/13/16
Department Chair	Ingrid Ankerson		5/13/16
Division Dean/Administrator	Kimberly Hurns		5/18/16
Vice President for Instruction	Michael Nealon		7/29/16
President	Rose B. Bellanca		

Do not write in shaded area. Entered in: Banner 8/4/16 C&A Database NA Log File \_\_\_\_\_ Board Approval NA

Please submit completed form to the Office of Curriculum and Assessment (SC 257).

# ACADEMICS

## Graphic Design (CFGDTC)

Certificate

2014 - 2015    2015 - 2016    2016 - 2017

### Description

This program provides students with entry-level skills in graphic design and allows students to upgrade or expand their present skills. It also is a path for upgrading or expanding skills in one's present employment. Students will focus on typography and the foundations of visual communication design for both print and on-screen media, and build skills in the most widely used graphic design software applications. This program provides credits towards the Associate in Applied Science Degree in Graphic Design.

### Articulation

Eastern Michigan University, several BS degrees.

Copies can be obtained from the Counseling Office, a program advisor, or from the Curriculum and Assessment Office Web site:  
[www.wccnet.edu/curriculum/articulation/levelone/colleges](http://www.wccnet.edu/curriculum/articulation/levelone/colleges).

### Admissions Requirements

Good computer skills and aptitude are required to enroll in GDT computer-based courses. ~~Students with no or minimal computer skills are encouraged to begin with GDT 105 Introduction to Mac Graphics.~~ GDT courses are taught using Macintosh computers.

### Contact Information

**Division:** Business/Computer Technologies  
**Department:** Digital Media Arts Dept  
**Advisors:** [Ingrid Ankersson](#)

### Requirements

(Items marked in orange are available online.)

#### Major/Area Requirements

Class	Title	Credits
<u>GDT 100</u>	Typography I	4
<u>GDT 104</u>	Introduction to Graphic Design	4
<u>GDT 112</u>	Principles and Problem-Solving in Graphic Design	4
<u>GDT 220</u>	Publication Design	4
<u>WEB 115</u>	Introduction to Interface Design	4
<u>WEB 215</u>	Intermediate Interface Design	4
	Restricted Electives: ART 101, ART 102, ART 111, ART 112, ART 114, ART 120, ART 122, ART 126, ART 127, ART 129, GDT 106, GDT 107, GDT 108, GDT 151, GDT 239, GDT 245 or any 100 level or higher ANI, PHO, VID or WEB course.	3 - 4
<b>Total</b>		<b>27 - 28</b>
	<b>Total Credits Required:</b>	<b>27 - 28</b>

### Gainful Employment Disclosures

Program Information Report

**School of Digital Media Arts**

Creativity abounds in the School of Digital Media Arts which encompasses the disciplines of animation, graphic design, web design and development, photography and digital video. The programs in Digital Media Arts introduce students to foundational skills in these disciplines and prepare them for creative jobs.

Washtenaw Community College offers programs at several levels for students who want to begin new careers, or advance in their existing careers. The first level is the certificate, which can vary from nine to thirty-six credits, depending on the field. Certificates generally prepare students for entry-level jobs.

The next level, an Associate Degree, is available for some programs. Credit hours from the certificate can be applied to the credit hours needed for the Associate Degree.

**Graphic Design**

From the foundations of visual communication through production techniques, this field allows you to utilize your creative and artistic abilities.

**Graphic Design (CFGDTC) Certificate**

Program Effective Term: Fall 2016

High Demand Occupation High Skill Occupation High Wage Occupation

This program provides students with entry-level skills in graphic design and allows students to upgrade or expand their present skills. It also is a path for upgrading or expanding skills in one's present employment. Students will focus on typography and the foundations of visual communication design for both print and on-screen media, and build skills in the most widely used graphic design software applications. This program provides credits towards the Associate in Applied Science Degree in Graphic Design.

Students should choose the appropriate faculty for academic advising based on their last name: Ingrid Ankerson (A-M), Kristine Willimann (N-Z).

**Articulation:**  
Eastern Michigan University, several BS degrees.

Copies can be obtained from the Counseling Office, a program advisor, or from the Curriculum and Assessment Office Web site: <http://www.wccnet.edu/departments/curriculum/articulation.php?levelone=colleges>.

**Program Admission Requirements:**

Good computer skills and aptitude are required to enroll in GDT computer-based courses. Students with no or minimal computer skills are encouraged to begin with GDT 105 Introduction to Mac Graphics. GDT courses are taught using Macintosh computers.

Major/Area Requirements		(27 credits)
GDT 100	Typography I	4
GDT 104	Introduction to Graphic Design	4
GDT 112	Principles and Problem-Solving in Graphic Design	4
GDT 220	Publication Design	4
WEB 115	Introduction to Interface Design	4
WEB 215	Intermediate Interface Design	4
	Restricted Electives: ART 101, ART 102, ART 111, ART 112, ART 114, ART 120, ART 122, ART 125, ART 127, ART 129, GDT 106, GDT 107, GDT 108, GDT 151, GDT 239, GDT 245 or any 100 level or higher ANI, PHO, VID or WEB course.	3-4

**Minimum Credits Required for the Program: 27**

PROGRAM CHANGE OR DISCONTINUATION FORM

Program Code: CFGDTC

Program Name: Certificate in Graphic Design

Effective Term: F 2016

Division Code: BCT

Department: Digital Media Arts

**Directions:**

1. Attach the current program listing from the WCC catalog or Web site and indicate any changes to be made.
2. Draw lines through any text that should be deleted and write in additions. Extensive narrative changes can be included on a separate sheet.
3. Check the boxes below for each type of change being proposed. Changes to courses, discontinuing a course, or adding new courses as part of the proposed program change, must be approved separately using a Master Syllabus form, but should be submitted at the same time as the program change form.

**Requested Changes:**

<input type="checkbox"/> Review	<input type="checkbox"/> Program admission requirements
<input checked="" type="checkbox"/> Remove course(s): WEB 110	<input type="checkbox"/> Continuing eligibility requirements
<input checked="" type="checkbox"/> Add course(s): WEB 215	<input type="checkbox"/> Program outcomes
<input type="checkbox"/> Program title (title was ____)	<input type="checkbox"/> Accreditation information
<input type="checkbox"/> Description	<input type="checkbox"/> Discontinuation (attach program discontinuation plan that includes transition of students and timetable for phasing out courses)
<input type="checkbox"/> Type of award	<input type="checkbox"/> Other _____
<input type="checkbox"/> Advisors	
<input type="checkbox"/> Articulation information	

Show all changes on the attached page from the catalog.

**Rationale for proposed changes or discontinuation:** changes to the program are to better prepare students for the workforce. Exposure and experience from one coding class, WEB 110 Web Development 1, is not enough to be significant in their ability to code web pages. More importantly, is the ability to design web pages and interfaces, so we want to add WEB 215, which builds on skills gained in WEB 115, and improves employability.

**Financial/staffing/equipment/space implications:**

**List departments that have been consulted regarding their use of this program.**  
DMA

**Signatures:**

Reviewer	Print Name	Signature	Date
Initiator	Kristine Willimann	<i>Kristine Willimann</i>	9/8/15
Department Chair	Ingrid Ankerson	<i>Ingrid Ankerson</i>	9/9/15
Division Dean/Administrator	Kimberly Hurns	<i>Kimberly Hurns</i>	9/14/15
Vice President for Instruction	Michael Nealon	<i>Michael Nealon</i>	9/2/15
President			

Do not write in shaded area. Entered in: Banner 11/3/15 mo C&A Database 11/3/15 mo Log File 11/3/15 mo Board Approval NA

Please submit completed form to the Office of Curriculum and Assessment and email an electronic copy to [sjohn@wccnet.edu](mailto:sjohn@wccnet.edu) for posting on the website.

*done 11/3/15 mo /  
logged 9/14/15 sjohn*

# ACADEMICS

## Graphic Design (CFGDTC)

Certificate

2013 - 2014 2014 - 2015 2015 - 2016

### Description

This program provides students with entry-level skills in graphic design and allows students to upgrade or expand their present skills. It also is a path for upgrading or expanding skills in one's present employment. Students will focus on typography and the foundations of visual communication design for both print and on-screen media, and build skills in the most widely used graphic design software applications. This program provides credits towards the Associate in Applied Science Degree in Graphic Design.

Students should choose the appropriate faculty for academic advising based on their last name: Ingrid Ankersen (A-M), Kristine Willimann (N-Z).

### Articulation

Eastern Michigan University, several BS degrees.

Copies can be obtained from the Counseling Office, a program advisor, or from the Curriculum and Assessment Office Web site: [www.wccnet.edu/departments/curriculum/articulation.php?level=colleges](http://www.wccnet.edu/departments/curriculum/articulation.php?level=colleges).

### Admissions Requirements

Good computer skills and aptitude are required to enroll in GDT computer-based courses. Students with no or minimal computer skills are encouraged to begin with GDT 105 Introduction to Mac Graphics. GDT courses are taught using Macintosh computers.

### Contact Information

- Division:** Business/Computer Technologies
- Department:** Digital Media Arts Dept
- Advisors:** [Ingrid Ankersen](#) (advises students with last name beginning A-L)  
[Kristine Willimann](#) (advises students with last name beginning M-Z)

### Requirements

(Items marked in orange are available online.)

#### Major/Area Requirements

Class	Title	Credits
	Restricted Electives: ART 101, ART 102, ART 111, ART 112, ART 114, ART 120, ART 122, ART 125, ART 127, ART 129, GDT 106, GDT 107, GDT 108, GDT 151, GDT 239, GDT 245 or any 100 level or higher ANI, PHO, VID or WEB course.	3 - 4
<u>GDT 100</u>	Typography I	4
<u>GDT 104</u>	Introduction to Graphic Design	4
<u>GDT 112</u>	Principles and Problem-Solving in Graphic Design	4
<u>GDT 220</u>	Publication Design	4
<del>WEB 110</del>	<del>Web Development I</del>	<del>4</del>
<u>WEB 115</u>	Introduction to Interface Design	4
Total		27 - 28

**Total Credits Required: 27 - 28**

→ WEB 215 Intermediate Interface Design 4  
Gainful Employment Disclosures

**Program Information Report**

**School of Digital Media Arts**

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**Graphic Design**

From the foundations of visual communication through production techniques, this field allows you to utilize your creative and artistic abilities.

**Graphic Design (CFGDTC)**

**Certificate**

**Program Effective Term: Fall 2014**

**High Demand Occupation High Skill Occupation High Wage Occupation**

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Students should choose the appropriate faculty for academic advising based on their last name: Ingrid Ankerson (A-M), Kristine Willimann (N-Z).

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**Program Admission Requirements:**

Good computer skills and aptitude are required to enroll in GDT computer-based courses. Students with no or minimal computer skills are encouraged to begin with GDT 105, Introduction to Mac Graphics. GDT courses are taught using Macintosh computers.

<b>Major/Area Requirements</b>		<b>(27 credits)</b>
GDT 100	Typography I	4
GDT 104	Introduction to Graphic Design	4
GDT 112	Principles and Problem-Solving in Graphic Design	4
GDT 220	Publication Design	4
WEB 110	Web Development I	4
WEB 115	Introduction to Interface Design	4
	Restricted Electives: ART 101, ART 102, ART 111, ART 112, ART 114, ART 120, ART 122, ART 125, ART 127, ART 129, GDT 106, GDT 107, GDT 108, GDT 151, GDT 239, GDT 245 or any 100 level or higher ANI, PHO, VID or WEB course.	3-4

**Minimum Credits Required for the Program: 27**

PROGRAM CHANGE OR DISCONTINUATION FORM

Program Code: CFGDTC

Program Name: Certificate in Graphic Design

Effective Term: F 2014

Division Code: BCT

Department: Digital Media Arts

**Directions:**

1. Attach the current program listing from the WCC catalog or Web site and indicate any changes to be made.
2. Draw lines through any text that should be deleted and write in additions. Extensive narrative changes can be included on a separate sheet.
3. Check the boxes below for each type of change being proposed. Changes to courses, discontinuing a course, or adding new courses as part of the proposed program change, must be approved separately using a Master Syllabus form, but should be submitted at the same time as the program change form.

**Requested Changes:**

- |  |   |
|--|---|
| <input type="checkbox"/> Review  | <input type="checkbox"/> Program admission requirements   |
| <input checked="" type="checkbox"/> Remove course(s): INP 150, 154                   | <input type="checkbox"/> Continuing eligibility requirements  |
| <input checked="" type="checkbox"/> Add course(s): WEB 115, 110, restricted elective | <input type="checkbox"/> Program outcomes   |
| <input type="checkbox"/> Program title (title was _____)                             | <input type="checkbox"/> Accreditation information  |
| <input checked="" type="checkbox"/> Description <i>per email K.W</i>                 | <input type="checkbox"/> Discontinuation (attach program discontinuation plan that includes transition of students and timetable for phasing out courses) |
| <input type="checkbox"/> Type of award   | <input type="checkbox"/> Other _____  |
| <input type="checkbox"/> Advisors  |   |
| <input type="checkbox"/> Articulation information                                    |   |

Show all changes on the attached page from the catalog.

**Rationale for proposed changes or discontinuation:** changes to the program are to include new courses in WEB that will replace the discontinued INP courses. Add WEB 115, 110 and restricted elective. Remove INP 150, 170.

**Financial/staffing/equipment/space implications:**

**List departments that have been consulted regarding their use of this program.**

DMA

**Signatures:**

Reviewer	Print Name	Signature	Date
Initiator	Kristine Willimann	<i>Kristine Willimann</i>	1/16/14
Department Chair	Kristine Willimann	<i>Kristine Willimann</i>	1/16/14
Division Dean/Administrator	Rosemary Wilson	<i>Rosemary Wilson</i>	2/17/14
Vice President for Instruction	Bill Abernethy	<i>Bill Abernethy</i>	3/19/14
President			

Do not write in shaded area. Entered in: Banner \_\_\_\_\_ C&A Database 3/20/14 Log File 3/20/14 Board Approval \_\_\_\_\_

Please submit completed form to the Office of Curriculum and Assessment and email an electronic copy to [sjohn@wccnet.edu](mailto:sjohn@wccnet.edu) for posting on the website.

*sn done*  
*logged 1/10/14 s/j*



## Graphic Design Associate Degree

This program prepares students for a career as a graphic designer. Graphic designers are specialists in the field of visual communication, trained to communicate, inform, instruct or sell. Students gain skills in the principles of graphic design, publication design, interface and mobile design working on a variety of projects that focus on theory, concept development, typography and production techniques that culminates in the production of a portfolio. Creative and artistic ability is required for careers in graphic design, as well as originality and the capacity for experimentation in visual problem solving. Students also need the ability to master software skills as they relate to each medium.

### Credits

#### Fall 1 17-18

WEB 115 Introduction to Interface Design	4
GDT 104 Intro to Graphic Design	4
GDT 101 History of Graphic Design	3
SOC	3
ENG 107 or ENG 111 or higher	3-4

#### Winter 1 15-16

WEB 110 Web Development I	4
GDT 100 Typography	4
GDT 112 Principles & Problem Solving	4
MTH (125 or higher)	3-4

#### Fall 2 15-16

WEB 215 Intermediate Interface Design	4
GDT 220 Publication Design	4
GDT 215 Type II	4
Restricted Elective	3-4

#### Winter 2 17-18

GDT 252 Advanced Digital Studio	4
GDT 290 Professional Practices	4
Restricted Elective	3-4
SCI	3
COM	3

**Total credits: 62-65**

## Certificate in Graphic Design

This program provides students with entry-level skills in graphic design and allows students to upgrade or expand their present skills. It also is a path for upgrading or expanding skills in one's present employment. Students will focus on typography and the foundations of visual communication design for both print and on-screen media, and build skills in the most widely used graphic design software applications. This program provides credits towards the Associate in Applied Science Degree in Graphic Design.

WEB 110 Web Development I	4
GDT 104 Intro to Graphic Design	4
GDT 100 Typography	4
GDT 112 Principles & Problem Solving	4
WEB 115 Introduction to Interface Design	4
GDT 220 Publication Design	4
Restricted Elective	3-4

**Total credits: 27-28**

### Restricted Electives:

Any WEB, PHO, VID or ANI course  
 GDT 107 InDesign  
 GDT106 Illustrator Graphics  
 GDT108 Photoshop Graphics  
 GDT 151 Screen Printing  
 GDT 239 Imaging & Illustration  
 GDT 245 Digital Painting

ART 101 Introduction to Studio Art  
 ART 102 Color  
 ART 111 Basic Drawing I  
 ART 112 Basic Design I  
 ART 114 Painting I  
 ART 120 Portrait Painting and Life Drawing  
 ART 122 Basic Drawing II  
 ART 125 Painting II  
 ART 127 Life Drawing I  
 ART 129 Life Drawing II

*Handwritten notes:*  
 2000  
 2000  
 2000

# ACADEMIC

## Graphic Design (CFGDTC)

Certificate

2011 - 2012

2012 - 2013

2013 - 2014

### Description

*See attached*

~~This program provides students with entry-level skills in graphic design and allows students to upgrade or expand their present skills. Students will focus on typography and the foundations of visual communication design for both print and on-screen media, and build skills in the most widely used graphic design software applications. This program provides credits towards the Associate in Applied Science Degree in Graphic Design.~~

~~Students should choose the appropriate faculty for academic advising based on their last name: Ingrid Ankerson (A-M), Kristine Willimann (N-Z).~~

### Articulation

Eastern Michigan University, several BS degrees.

Copies can be obtained from the Counseling Office, a program advisor, or from the Curriculum and Assessment Office Web site:

[www.wccnet.edu/departments/curriculum/articulation.php?levelone=colleges](http://www.wccnet.edu/departments/curriculum/articulation.php?levelone=colleges).

### Admissions Requirements

Good computer skills and aptitude are required to enroll in GDT computer-based courses. Students with no or minimal computer skills are encouraged to begin with GDT 105, Introduction to Mac Graphics. GDT courses are taught using Macintosh computers.

### Contact Information

**Division:** Business/Computer Technologies

**Department:** Digital Media Arts Dept

**Advisors:** [Ingrid Ankerson](#), [Kristine Willimann](#)

### Requirements

**Major/Area Requirements**

Class	Title	Credits
GDT_100	Typography I	4
GDT_104	Introduction to Graphic Design	4
GDT_112	Principles and Problem Solving in Graphic Design	4
GDT_220	Publication Design	4
<del>ISP_150</del>	<del>Web Coding I</del>	<del>3</del>
<del>ISP_154</del>	<del>Interaction Design I</del>	<del>4</del>
<b>Total</b>		<b>23</b>

WEB 110 4  
 WEB 115 4

Total Credits Required: ~~23~~  
 28-29

*Gainful Employment Disclosures*  
 ⇒ restricted elective 3-4

PROGRAM CHANGE OR DISCONTINUATION FORM

Program Code: CFGDTC

Program Name: Graphic Design Certificate

Effective Term: F12

Division Code: BCT

Department: DMA

**Directions:**

1. Attach the current program listing from the WCC catalog or Web site and indicate any changes to be made.
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**Requested Changes:**

- |   |   |
|---|---|
| <input type="checkbox"/> Review   | <input type="checkbox"/> Program admission requirements   |
| <input checked="" type="checkbox"/> Remove course(s): GDT 130, GDT 139,<br>GDT 140, GDT 239, INP 152, | <input type="checkbox"/> Continuing eligibility requirements  |
| <input checked="" type="checkbox"/> Add course(s) GDT 102, INP 150, INP 154                           | <input type="checkbox"/> Program outcomes   |
| <input type="checkbox"/> Program title (title was ____)   | <input type="checkbox"/> Accreditation information  |
| <input type="checkbox"/> Description  | <input type="checkbox"/> Discontinuation (attach program<br>discontinuation plan that includes transition of<br>students and timetable for phasing out courses) |
| <input type="checkbox"/> Type of award  | <input type="checkbox"/> Other _____  |
| <input checked="" type="checkbox"/> Advisors  |   |
| <input type="checkbox"/> Articulation information   |   |

Show all changes on the attached page from the catalog.

**Rationale for proposed changes or discontinuation:**

Changes to the Certificate in Graphic Design are in keeping with changes to the Associate degree. Current industry is requiring graphic designers to be versed in both print and web design. This certificate gives students the skills necessary for entry-level production jobs in print and web and prepares them for continuing with the Graphic Design Associate degree.

**Financial/staffing/equipment/space implications:**

None

**List departments that have been consulted regarding their use of this program.**

INP, DMA Department

**Signatures:**

Reviewer	Print Name	Signature	Date
Initiator	Kristine Willimann	<i>Kristine Willimann</i>	2/11/12
Department Chair	J. Baker/ J. Withrow	<i>J. Baker</i>	2/11/12
Division Dean/Administrator	Rosemary Wilson	<i>Rosemary Wilson</i>	2/7/12
Vice President for Instruction	Stuart Blacklaw	<i>Stuart Blacklaw</i>	3/12/12
President			

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**Program Information Report**

**School of Digital Media Arts**

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**Graphic Design**

From the foundations of visual communication through production techniques, this field allows you to utilize your creative and artistic abilities.

**Graphic Design (CFGDTC)**

**Certificate**

**Program Effective Term: Fall 2012**

This program provides students with entry-level skills in graphic design and allows students to upgrade or expand their present skills. Students will focus on typography and the foundations of visual communication design for both print and on-screen media, and build skills in the most widely used graphic design software applications. This program provides credits towards the Associate in Applied Science Degree in Graphic Design.

**Articulation:**

Eastern Michigan University, several BS degrees.

Copies can be obtained from the Counseling Office, a program advisor, or from the Curriculum and Assessment Office Web site: <http://www.wccnet.edu/departments/curriculum/articulation.php?levelone=colleges>.

**Program Admission Requirements:**

Good computer skills and aptitude are required to enroll in GDT computer-based courses. Students with no or minimal computer skills are encouraged to begin with GDT 105, Introduction to Mac Graphics. GDT courses are taught using Macintosh computers.

GDT 100	Typography I	4
GDT 102	Introduction to Graphic Design	4
GDT 112	Principles and Problem Solving in Graphic Design	4
GDT 220	Publication Design	4
INP 150	Web Coding I	3
INP 154	Interaction Design I	4

**Minimum Credits Required for the Program: 23**

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# Certificates & Degrees

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## Graphic Design (CFGDTC) Certificate

Program requirements shown below are for catalog year: 2011 - 2012 Change Year

**Description:**  
This program provides students with entry-level skills in graphic design and allows students to upgrade or expand their present skills. Students will focus on typography and the foundations of visual communication design for both print and on-screen media, and build skills in the most widely used graphic design software applications. This program provides credits towards the Associate in Applied Science Degree in Graphic Design.

**Contact Information:**  
Division: Business and Computer Technologies  
School: School of Digital Media Arts  
Department: Digital Media Arts Dept  
Advisors: ~~Students should choose the appropriate faculty for academic advising based on their last name.~~ Lind Babcock (~~AK~~), Kristine Willimann (~~MZ~~) **Ingrid Ankersen**

**Articulation:**  
Eastern Michigan University, several BS degrees.

Copies can be obtained from the Counseling Office, a program advisor, or from the Curriculum and Assessment Office Web site: <http://www.wccnet.edu/departments/curriculum/articulation.php?levelone=colleges>

**Admission Requirements:**  
A high school or college-level Macintosh based course, or GDT 105 with a "C-" or better is required to enroll in GDT software courses.

Major/Area Requirements		(31 Credits)
<u>GDT 100</u>	Typography I	4
<u>GDT 112</u>	Graphic Communication + Principles & Problem Solving	4
<del>GDT 130</del>	<del>InDesign for Print Publishing</del>	<del>4</del>
<del>GDT 139</del>	<del>Illustrator Graphics</del>	<del>4</del>
<del>GDT 140</del>	<del>Photoshop Graphics</del>	<del>4</del>
<u>GDT 220</u>	Publication Design	4
<del>GDT 230</del>	<del>Imaging and Illustration</del>	<del>4</del>
<del>INP 152</del>	<del>Web Graphics I</del>	<del>3</del>
<b>GDT 102</b>	<b>Introduction to Graphic Design</b>	<b>4</b>
<b>Minimum Credits Required for the Program:</b>		<b>31 Credits</b>
<b>INP 150</b>	<b>Web Coding I</b>	<b>3</b>
<b>INP 154</b>	<b>Interface Design I</b>	<b>4</b>

**23 credits**

Estimated Cost	
Tuition & Fees	\$3,452.00
Books & Supplies	\$320.00
<b>Total Cost</b>	<b>\$3,772.00</b>

Length of Program	
Intended time to complete	2 semesters
% of graduates who completed on time	0%

**Careers Related to this Program**[Art, Drama, and Music Teachers, Postsecondary](#)[Art Directors](#)[Multi-Media Artists and Animators](#)[Artists and Related Workers, All Other](#)[Graphic Designers](#)

Job placement rate 33%

**Median Program Graduate Debt**

Federal Loans \$949

Private Educational Loans \$0

Institution Financing Plan \$0

*Footnotes:**\*See a Graphic Design faculty advisor to assist in planning a program of study.*

This website is for informational purposes only and is not to be construed as a binding offer or contract between WCC and the student. The information presented here is believed accurate, but is NOT guaranteed and is subject to change without notice.

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PROGRAM CHANGE OR DISCONTINUATION FORM

Program Code: ~~GDT~~ Program Name: CFGDTC *Graphic Design*

Effective Term:  
Fall 2012

Division Code: BCT Department: Digital Media Arts

**Directions:**

1. Attach the current program listing from the WCC catalog or Web site and indicate any changes to be made.
2. Draw lines through any text that should be deleted and write in additions. Extensive narrative changes can be included on a separate sheet.
3. Check the boxes below for each type of change being proposed. Changes to courses, discontinuing a course, or adding new courses as part of the proposed program change, must be approved separately using a Master Syllabus form, but should be submitted at the same time as the program change form.

**Requested Changes:**

- |  |   |
|--|---|
| <input type="checkbox"/> Review                          | <input checked="" type="checkbox"/> Program admission requirements  |
| <input type="checkbox"/> Remove course(s): _____         | <input type="checkbox"/> Continuing eligibility requirements  |
| <input type="checkbox"/> Add course(s): _____            | <input type="checkbox"/> Program outcomes   |
| <input type="checkbox"/> Program title (title was _____) | <input type="checkbox"/> Accreditation information  |
| <input type="checkbox"/> Description                     | <input type="checkbox"/> Discontinuation (attach program discontinuation plan that includes transition of students and timetable for phasing out courses) |
| <input type="checkbox"/> Type of award                   | <input type="checkbox"/> Other _____  |
| <input type="checkbox"/> Advisors                        |   |
| <input type="checkbox"/> Articulation information        |   |

Show all changes on the attached page from the catalog.

**Rationale for proposed changes or discontinuation:**

Modification of admission requirements.

**Financial/staffing/equipment/space implications:**

**List departments that have been consulted regarding their use of this program.**

**Signatures:**

Reviewer	Print Name	Signature	Date
Initiator	Kristine Willimann	<i>Kristine Willimann</i>	09/21/11
Department Chair	Jennifer Baker/ Jason Withrow	<i>J Baker</i>	09/21/11
Division Dean/Administrator	Rosemary Wilson	<i>Rosemary Wilson</i>	9/27/11
Vice President for Instruction	Stuart Blacklaw	<i>Stuart Blacklaw</i>	10/25/11
President	Rose Bellanca		

Do not write in shaded area. Entered in: Banner \_\_\_\_\_ C&A Database 10/25/11 Log File 9/20/11 Board Approval 10/25/11

Please submit completed form to the Office of Curriculum and Assessment and email an electronic copy to [sjohn@wccnet.edu](mailto:sjohn@wccnet.edu) for posting on the website.

*In done 10/25/11*



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# Certificates & Degrees

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## Graphic Design (CFGDTC) Certificate

Program requirements shown below are for catalog year: **2011 - 2012** [Change Year](#)

### Description:

This program provides students with entry-level skills in graphic design and allows students to upgrade or expand their present skills. Students will focus on typography and the foundations of visual communication design for both print and on-screen media, and build skills in the most widely used graphic design software applications. This program provides credits towards the Associate in Applied Science Degree in Graphic Design.

### Contact Information:

Division: Business and Computer Technologies

School: [School of Digital Media Arts](#)

Department: [Digital Media Arts Dept](#)

Advisors: Students should choose the appropriate faculty for academic advising based on their last name: Lind Babcock (A-L), Kristine Willmann (M-Z).

### Articulation:

Eastern Michigan University, several BS degrees.

Copies can be obtained from the Counseling Office, a program advisor, or from the Curriculum and Assessment Office Web site: <http://www.wccnet.edu/departments/curriculum/articulation.php?levelone=colleges>

### Admission Requirements:

~~A high school or college level Macintosh-based course, or GDT 105 with a "C" or better, is required to enroll in GDT software courses.~~ *replace with attached text*

Major/Area Requirements		(31 Credits)
<a href="#">GDT 100</a>	Typography I	4
<a href="#">GDT 112</a>	Graphic Communication I	4
<a href="#">GDT 130</a>	InDesign for Print Publishing	4
<a href="#">GDT 139</a>	Illustrator Graphics	4
<a href="#">GDT 140</a>	Photoshop Graphics	4
<a href="#">GDT 220</a>	Publication Design	4
<a href="#">GDT 239</a>	Imaging and Illustration	4
<a href="#">INP 152</a>	Web Graphics I	3

**Minimum Credits Required for the Program: 31 Credits**

### Estimated Cost

Tuition & Fees	\$3,452.00
Books & Supplies	\$320.00
<b>Total Cost</b>	<b>\$3,772.00</b>

### Length of Program

Intended time to complete	2 semesters
% of graduates who completed on time	0%

**Careers Related to this Program**Art, Drama, and Music Teachers, PostsecondaryArt DirectorsMulti-Media Artists and AnimatorsArtists and Related Workers, All OtherGraphic Designers

Job placement rate 33%

**Median Program Graduate Debt**

Federal Loans \$949

Private Educational Loans \$0

Institution Financing Plan \$0

*Footnotes:**\*See a Graphic Design faculty advisor to assist in planning a program of study.*

This website is for informational purposes only and is not to be construed as a binding offer or contract between WCC and the student. The information presented here is believed accurate, but is NOT guaranteed and is subject to change without notice.

For official information, see an Advisor.

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**Garrett,Joy**

---

**From:** Willimann,Kristine  
**Sent:** Wednesday, October 19, 2011 5:09 PM  
**To:** Garrett,Joy  
**Cc:** Babcock,Lind  
**Subject:** RE: program prerequisites

Fine.

Kristine Willimann  
[kwilli@wccnet.edu](mailto:kwilli@wccnet.edu)  
734-677-5213

Faculty Professional Development, Chair  
Digital Media Arts , Graphic Design Faculty Washtenaw Community College

---

**From:** Garrett,Joy  
**Sent:** Wednesday, October 19, 2011 4:39 PM  
**To:** Willimann,Kristine  
**Subject:** FW: program prerequisites

Thanks...

Do you want me to make the following change to the program change form for CFGDTC?



Good computer skills and aptitude are required to enroll in GDT computer-based courses. Students with no or minimal computer skills are encouraged begin with GDT 105, Introduction to Mac Graphics. GDT courses are taught using Macintosh computers.

Please incorporate this change into any other program or course change form before submitted.

Thanks

joy

PROGRAM CHANGE OR DISCONTINUATION FORM

Program Code: GDT Program Name: CFGDTC Graphic Design

Effective Term: Spring 2011

Division Code: BCT Department: Digital Media Arts

**Directions:**

1. Attach the current program listing from the WCC catalog or Web site and indicate any changes to be made.
2. Draw lines through any text that should be deleted and write in additions. Extensive narrative changes can be included on a separate sheet.
3. Check the boxes below for each type of change being proposed. Changes to courses, discontinuing a course, or adding new courses as part of the proposed program change, must be approved separately using a Master Syllabus form, but should be submitted at the same time as the program change form.

**Requested Changes:**

- |  |   |
|--|---|
| <input type="checkbox"/> Review  | <input type="checkbox"/> Program admission requirements   |
| <input checked="" type="checkbox"/> Remove course(s):<br><u>GDT 127, INP 140</u> | <input type="checkbox"/> Continuing eligibility requirements  |
| <input checked="" type="checkbox"/> Add course(s): <u>GDT 130, INP 152</u>       | <input type="checkbox"/> Program outcomes   |
| <input type="checkbox"/> Program title (title was _____)                         | <input type="checkbox"/> Accreditation information  |
| <input type="checkbox"/> Description   | <input type="checkbox"/> Discontinuation (attach program discontinuation plan that includes transition of students and timetable for phasing out courses) |
| <input type="checkbox"/> Type of award   | <input type="checkbox"/> Other _____  |
| <input type="checkbox"/> Advisors  |   |
| <input type="checkbox"/> Articulation information                                |   |

Show all changes on the attached page from the catalog.

**Rationale for proposed changes or discontinuation:**

Remove GDT 127 Quark Xpress for Print Publishing , replace with GDT 130 Indesign fro Print Publishing- keeps consistency with the Adobe Creative Suite software.

Remove INP 140 Building a Website, replace with INP 152 Web Graphics I-aligns with the course requirements for Associate degree

**Financial/staffing/equipment/space implications:**

**List departments that have been consulted regarding their use of this program.**

**Signatures:**

Reviewer	Print Name	Signature	Date
Initiator	Kristine Willimann	<i>Kristine Willimann</i>	12/15/10
Department Chair	Jennifer Baker/ Kristine Willimann	<i>J Baker</i> <i>Kristine Willimann</i>	12/15/10
Division Dean/Administrator	Rosemary Wilson	<i>Rosemary Wilson</i>	12/20/10
Vice President for Instruction	Stuart Blacklaw	<i>S Blacklaw</i>	1/18/11
President	Larry Witworth	<i>Larry Witworth</i>	

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Please submit completed form to the Office of Curriculum and Assessment and email an electronic copy to [sjohn@wccnet.edu](mailto:sjohn@wccnet.edu) for posting on the website.

*1/21/11*

**Program Information Report**

**School of Digital Media Arts**

Creativity abounds in the School of Digital Media Arts which encompasses the disciplines of animation, graphic design, internet professional, photography and video. The programs in Digital Media Arts introduce students to foundational skills in these disciplines and prepare them for creative jobs using those skills.

Washtenaw Community College offers programs at several levels for students who want to begin new careers, or advance in their existing careers. The first level is the certificate, which can vary from nine to thirty-six credits, depending on the field. Certificates generally prepare students for entry-level jobs.

The next level, an Associate Degree, is available for some programs. Credit hours from the certificate can be applied to the credit hours needed for the Associate Degree.

**Graphic Design**

From the foundations of visual communication through production techniques, this field allows you to utilize your creative and artistic abilities.

**Graphic Design (CFGDTC) Certificate**

**Program Effective Term: Fall 2011**

This program provides students with entry-level skills in graphic design and allows students to upgrade or expand their present skills. Students will focus on typography and the foundations of visual communication design for both print and on-screen media, and build skills in the most widely used graphic design software applications. This program provides credits towards the Associate in Applied Science Degree in Graphic Design.

**Articulation:**

Eastern Michigan University, several BS degrees.

Copies can be obtained from the Counseling Office, a program advisor, or from the Curriculum and Assessment Office Web site: <http://www.wccnet.edu/departments/curriculum/articulation.php?levelone=colleges>.

**Program Admission Requirements:**

A high school or college-level Macintosh based course, or GDT 105 with a "C-" or better is required to enroll in GDT software courses.

Major/Area Requirements		(31 credits)
GDT 100	Typography I	4
GDT 112	Graphic Communication I	4
GDT 130	InDesign for Print Publishing	4
GDT 139	Illustrator Graphics	4
GDT 140	Photoshop Graphics	4
GDT 220	Publication Design	4
GDT 239	Imaging and Illustration	4
INP 152	Web Graphics I	3

**Minimum Credits Required for the Program: 31**

**Notes:**

*\*Students must complete GDT 139 before enrolling in GDT 100. GDT 139 or GDT 140 must be completed before enrolling in GDT 112. See a Graphic Design faculty advisor to assist in planning a program of study.*

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## Graphic Design (CFGDTC) Certificate

Program requirements shown below are for catalog year: **2010 - 2011**

### Description:

This program provides students with entry-level skills in graphic design and allows students to upgrade or expand their present skills. Students will focus on typography and the foundations of visual communication design for both print and on-screen media, and build skills in the most widely used graphic design software applications. This program provides credits towards the Associate in Applied Science Degree in Graphic Design.

### Contact Information:

Division: Business and Computer Technologies  
School: [School of Digital Media Arts](#)  
Department: [Visual Arts Technology](#)  
Advisors: Students should choose the appropriate faculty for academic advising based on their last name: Lind Babcock (A-L), Kristine Willimann (M-Z).

### Articulation:

Eastern Michigan University, several BS degrees.

Copies can be obtained from the Counseling Office, a program advisor, or from the Curriculum and Assessment Office Web site: <http://www.wccnet.edu/departments/curriculum/articulation.php?levelone=colleges>

### Admission Requirements:

A high school or college-level Macintosh based course, or GDT 105 with a "C-" or better is required to enroll in GDT software courses.

### Major/Area Requirements

(31 Credits)

<u>GDT 100</u>	Typography I	4
<u>GDT 112</u>	Graphic Communication I	4
<del>GDT 127</del>	<del>QuarkXPress for Print Publishing</del>	<del>4</del>
<u>GDT 139</u>	Illustrator Graphics	4
<u>GDT 140</u>	Photoshop Graphics	4
<u>GDT 220</u>	Publication Design	4
<u>GDT 239</u>	Imaging and Illustration	4

~~INP 140 Building a Web Site~~ 4

**GDT 130 InDesign for Print Publishing** 4

**Minimum Credits Required for the Program:**

**INP 152 Web Graphics I** 3

31 Credits  
31 credits

add →  
add →

### Footnotes:

\*Students must complete GDT 139 and either complete or concurrently enroll in GDT 127 before enrolling in GDT 100. GDT 139 or GDT 140 must be completed before enrolling in GDT 112. See a Graphic Design faculty advisor to assist in planning a program of study.

This website is for informational purposes only and is not to be construed as a binding offer or contract between WCC and the student. The information presented here is believed accurate, but is NOT guaranteed and is subject to change without notice.

For official information, [see an Advisor](#).

PROGRAM CHANGE FORM

Program Code:

Program Name:

Effective Term:

CFGDTC

Graphic Design Certificate

Winter 2007

**Directions:**

1. Attach the current program listing from the WCC catalog and indicate any changes to be made.
2. Draw lines through any text that should be deleted and write in additions. Extensive narrative changes can be included on a separate sheet.
3. Check the boxes below for each type of change being proposed. Changes to courses, discontinuing a course, or adding new courses as part of the proposed program change, must be approved separately using a Course Syllabus Form, but should be submitted at the same time as the program change form.

**Requested Changes:**

- |   |  |
|---|--|
| <input checked="" type="checkbox"/> Remove <u>2</u> course(s)   | <input type="checkbox"/> Advisors                            |
| <input checked="" type="checkbox"/> Add <u>2</u> course(s)  | <input type="checkbox"/> Articulation information            |
| <input checked="" type="checkbox"/> Total credits: Current credits <u>30-32</u> After changes <u>31</u> | <input type="checkbox"/> Program admission requirements      |
| <input type="checkbox"/> Title (title was _____ )   | <input type="checkbox"/> Continuing eligibility requirements |
| <input checked="" type="checkbox"/> Description   | <input checked="" type="checkbox"/> Program outcomes (NEW)   |
|   | Other _____  |

Show all changes on the attached page from the catalog.

**Rationale for proposed changes:**

These changes are necessary to parallel changes in the Graphic Design Associate degree.

**Financial/staffing/equipment/space implications:**

None, except that now probably more students will enroll in GDT 239 than did when that course wasn't a program requirement.

**List departments that have been consulted regarding the use of this program.**

INP

**Signatures:**

Reviewer	Print Name	Signature	Date
Program Change Initiator	D Guastella / L Babcock		7/18/05
Department Chair	Dennis Guastella		
Division Dean/Administrator	Rosemary Wilson		
Vice President for Instruction	Roger Palay		

Please submit completed form to the Office of Curriculum and Articulation Services.

Office of Curriculum & Articulation Services

Program Change Form 8-2003

Access Program File

2/21/07

Log

2/21/07  
2/10/10/05

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rec'd Aug. 05

**Graphic Design (CFGDTC)**

**Certificate**

Major/Area Requirements		(30 Credits)
GDT 100	Typography I *	4
GDT 112	Graphic Communication I *	4
GDT 127	QuarkXPress for Print Publishing	4
GDT 139	Illustrator Graphics	4
GDT 140	Photoshop Graphics	4
<del>GDT 150</del>	<del>Design for the Internet</del>	<del>4</del>
→ INP 140	Building a Website	3
GDT 220	Publication Design	4
→ GDT 239	Imaging and Illustration	4
<del>Complete one course from: GDT 101, GDT 174,</del>		
<del>GDT 214, GDT 239, GDT 259, INP 150,</del>		
<del>PHO 111 or VID 101</del>		<del>2-4</del>

**Minimum Credits Required for the Program: 31 -30 Credits**

**Notes:**

~~\*Sixteen (16) credits of GDT software and computer studio classes in one semester is an extremely heavy load. Students may need more than two semesters to complete the program.~~

→ \* Students must complete GDT 139 and either complete or concurrently enroll in GDT 127 before enrolling in GDT 100. GDT 139 or GDT 140 must be completed before enrolling in GDT 112. See a Graphic Design faculty advisor to assist in planning your program of study.

**Graphic Design (CFGDTC)**

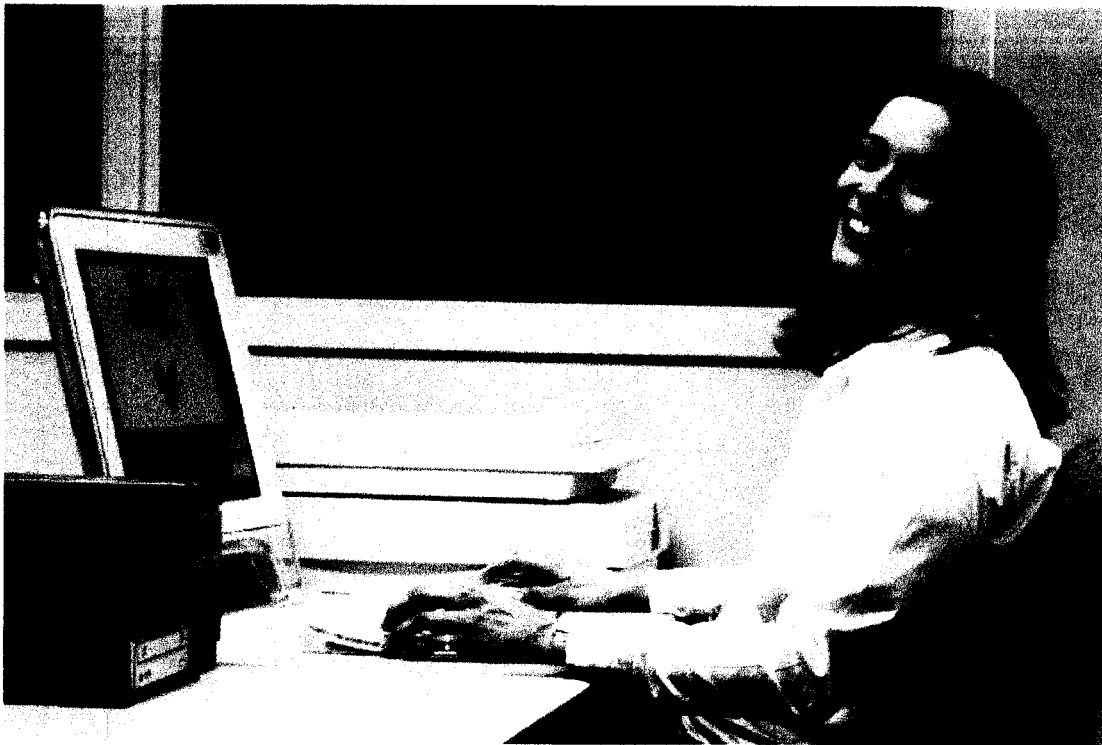
This program provides you with entry-level skills in graphic design and allows students to upgrade or expand their present skills. Students will focus on typography and the foundations of visual communication design for both print and on-screen media, and build skills in the most widely used graphic design software applications. This program provides credits towards the Associate in Applied Science Degree in Graphic Design Technology.

**Program Admission Requirements:** A high school Macintosh based course or GDT 105 with a "C" or better is required to enroll in GDT software courses.

or college-level

changed per David Babcock

some GDT courses still have C- in progress



Advisors: alpha?

- A-G - Lind
- H-O - Dennis
- P-Z Kristine



# Visual Arts Technology

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## Graphic Design (CFGDTC) Certificate

Program Effective Term: Fall 2006

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This program provides students with entry-level skills in graphic design and allows students to upgrade or expand their present skills. Students will focus on typography and the foundations of visual communication design for both print and on-screen media, and build skills in the most widely used graphic design software applications. This program provides credits towards the Associate in Applied Science Degree in Graphic Design.

### Program Admission Requirements:

A high school or college-level Macintosh based course, or GDT 105 with a "C-" or better is required to enroll in GDT software courses.

Major/Area Requirements		(31 credits)
GDT 100	Typography I	4
GDT 112	Graphic Communication I	4
GDT 127	QuarkXPress for Print Publishing	4
GDT 139	Illustrator Graphics	4
GDT 140	Photoshop Graphics	4
GDT 220	Publication Design	4
GDT 239	Imaging and Illustration	4
INP 140	Building a Web Site	3

**Minimum Credits Required for the Program** 31

#### Notes:

*\*Students must complete GDT 139 and either complete or concurrently enroll in GDT 127 before enrolling in GDT 100. GDT 139 c GDT 140 must be completed before enrolling in GDT 112. See a Graphic Design faculty advisor to assist in planning a program of study.*

**PROGRAM CHANGE FORM**

**Program Code:**  
**CFGDTC**

**Program Name:**  
Graphic Design

**Effective Term:**  
Fall 2005

**Directions:**

1. Attach the current program listing from the WCC catalog and indicate any changes to be made.
2. Draw lines through any text that should be deleted and write in additions. Extensive narrative changes can be included on a separate sheet.
3. Check the boxes below for each type of change being proposed. Changes to courses, discontinuing a course, or adding new courses as part of the proposed program change, must be approved separately using a Course Syllabus Form, but should be submitted at the same time as the program change form.

**Requested Changes:**

Remove Electives as listed in 2003/2004 <sup>GDT 150</sup> course(s)

Add INP 140, INP 176\* course(s)

Total credits: Current ~~66/72~~ credits After changes 30 for

Title (title was \_\_\_\_\_ )

Description \_\_\_\_\_

Advisors \_\_\_\_\_

Articulation information \_\_\_\_\_

Program admission requirements \_\_\_\_\_

Continuing eligibility requirements \_\_\_\_\_

Program outcomes \_\_\_\_\_

Other \_\_\_\_\_

\* Course number change anticipated

**Rationale for proposed changes:**

Changes Reflect:  
The joint efforts of INP and GDT to better prepare graphic design students relevant to basic Web applications.

**Financial/staffing/equipment/space implications:**

NA

**List departments that have been consulted regarding the use of this program.**

INP

**Signatures:**

Reviewer	Print Name	Signature	Date
Program Change Initiator	C. D. Guastella		2/7/05
Department Chair	C. D. Guastella		2/7/05
Division Dean/Administrator			2/25/05
Vice President for Instruction	Roger M. Palay		3/29/05

**Please submit completed form to the Office of Curriculum and Articulation Services.**

# Visual Arts Technology

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## Graphic Design (CFGDTC) Certificate

'UNDER CONSTRUCTION'

Program Effective Term: Fall 2005

---

This program provides students with entry-level skills in graphic design and allows students to upgrade or expand their present skills. Students will focus on typography and the foundations of visual communication design for both print and on-screen media, and build skills in the most widely used graphic design software applications. This program provides credits towards the Associate in Applied Science Degree in Graphic Design.

### Program Admission Requirements:

A high school Macintosh based course or GDT 105 with a "C-" or better is required to enroll in GDT software courses.

Major/Area Requirements		(30 credits)
GDT 100	Typography I	4
GDT 112	Graphic Communication I	4
GDT 127	QuarkXPress for Print Publishing	4
GDT 139	Illustrator Graphics	4
GDT 140	Photoshop Graphics	4
GDT 220	Publication Design	4
INP 140	Building a Web Site	3
INP 176	Web Animation I	3

**Minimum Credits Required for the Program** **30**

#### Notes:

*\*Sixteen (16) credits of GDT software and computer studio classes in one semester is an extremely heavy load. Students may need more than two semesters to complete the program.*

# Graphic Design Semester Course Sequence (CFGDTC)

*A high school Macintosh-based course, or successful completion of GDT 105, or instructor permission is required to enroll in GDT computer-based courses.*

## SPRING/SUMMER

GDT 127	QuarkXPress for Print Publishing	4
GDT 139	Illustrator Graphics	4
		<b>8</b>

## FALL

GDT 140	Photoshop Graphics	4
INP 140	Building a Web site	3
GDT 100	Typography	4
		<b>11</b>

## WINTER

GDT 112	Graphic Communication I	4
INP 176	Web Animation I	3
GDT 220	Publication Design	4
		<b>11</b>
		<b>30</b>

2/1/2005  
C.D.Guastella

Change Prog Code to CF  
CF GDT

Washtenaw Community College  
Program Change Request Form

Program Code: ~~GDTDTG~~ Program Title: Graphic Design Technology Certificate Effective Year: ~~W~~ 2001

**1. Course Related Program Changes:**

Course	Course Title	Elective Group (if applicable)	Credit	Sem	Change(s)
GDT 112	Graphic Communication		4		Remove <input checked="" type="checkbox"/> Add <input type="checkbox"/> Change Title (was: _____) Change Credit (was: _____) Shift in Sequence (was: _____)
GDT Elective	GDT 101 History of Graphic Design or Pho 111 Photography I or GDT 117 Intro to PageMaker or GDT 174 CO-Op Education or GDT 214 Adv. Photoshop or INP 165 Basic HTML		3 2 1-3 2 2		Remove <input checked="" type="checkbox"/> Add <input type="checkbox"/> Change Title (was: _____) Change Credit (was: _____) Shift in Sequence (was: _____)
	or GDT 239 Imaging + Illustration		4 2-4		Remove <input type="checkbox"/> Add <input type="checkbox"/> Change Title (was: _____) Change Credit (was: _____) Shift in Sequence (was: _____)
					Remove <input type="checkbox"/> Add <input type="checkbox"/> Change Title (was: _____) Change Credit (was: _____) Shift in Sequence (was: _____)
					Remove <input type="checkbox"/> Add <input type="checkbox"/> Change Title (was: _____) Change Credit (was: _____) Shift in Sequence (was: _____)
					Remove <input type="checkbox"/> Add <input type="checkbox"/> Change Title (was: _____) Change Credit (was: _____) Shift in Sequence (was: _____)

**2. Total Credit Hours for Program:** Before Proposed Changes: 24 After Proposed Changes: 30-32

**Non-Course Related Program Changes:** (description, advisors, admission criteria, title, etc.)

**4. Rationale for Proposed Changes:**  
GDT 112 is a concept development course that will provide students with techniques for developing creativity. The GDT elective will allow students some flexibility in skill development that targets their individual interests or goals.

**5. Financial/Staffing/Equipment/Space Implications:**

**6. Has the department consulted with all departments that may be impacted?** Yes No  NA

**7. Signatures:**

Reviewer	Print Name	Signature	Date
Program Change Initiator:	Lind Babcock		9/28/00
Department Chair:	Terry Abrams		9/28/00
Division Dean:	Roger Bertoia		10/4/00
VP, Instruction/Student Services:	Guy Altieri		10/5

If significant changes are proposed, please attach a copy of the most recent program listing from the College Bulletin with changes marked on it.

If courses are being changed as part of this proposal, course changes must be submitted on the Course/Syllabus Approval Form.

Data File \_\_\_\_\_ Curriculum File \_\_\_\_\_ Catalog: 11/10/00 JV

Curriculum and Articulation Services: **03 2000**

Curriculum Development\Forms\Programs\Program Change Form 12/2/98  
Copies: Initiator, Department Chair, Dean, Curriculum File

Document Code: Program Change Form  
New Listing to: Counseling; Admissions

Received

## Graphic Design (GDTDTC) Certificate

This program provides you with entry-level skills in graphic design or allows you to upgrade or expand your present skills. You will focus on typography and the foundations of visual communication design for both print and on-screen media, and build skills in the most widely used graphic design software programs. This program also provides 30-32 credits towards the Associate in Applied Science Degree in Graphic Design Technology.

### Visual Arts Technology Department

**Advisors:** Lind Babcock, Dennis Guastella, Kristine Willimann

### Program Admission Requirements:

- One year of high school Macintosh graphics, or GDT 105, or permission of a program advisor

Course Number	Course Title	Credit Hours
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### Major/Area Requirements

GDT 100	Typography .....	4
GDT 112	Graphic Communication .....	4
GDT 125	Introduction to QuarkXPress® .....	2
GDT 126	QuarkXPress® II .....	2
GDT 137	Introduction to Illustrator® .....	2
GDT 138	Illustrator® II .....	2
GDT 141	Introduction to Photoshop® .....	2
GDT 142	Intermediate Photoshop® .....	2
GDT 150	Design for the Internet I .....	4
GDT 220	Publication Design .....	4
GDT Elective	.....	2-4

**Credits Required for the Program:** ..... 30-32

### GDT Electives:

GDT 101	History of Graphic Design .....	3
GDT 117	Intro to PageMaker .....	2
GDT 174	CO-Op Education .....	2-3
GDT 214	Advanced Photoshop .....	3
PHO 111	Photography I .....	4
INP 165	Basic HTML .....	2
GDT 239	Imaging & Illustration .....	4

~~PHO 111~~

Graphic Design

Graphic Design (GTGDT) Certificate



This program provides you with entry-level skills in graphic design or allows you to upgrade or expand your present skills. You will focus on typography and the foundations of visual communication design, for both print and on-screen media. You will also build skills in the most widely used graphic design software programs. The program also provides 24 credits towards the Associate in Applied Science Degree in Graphic Design Technology.

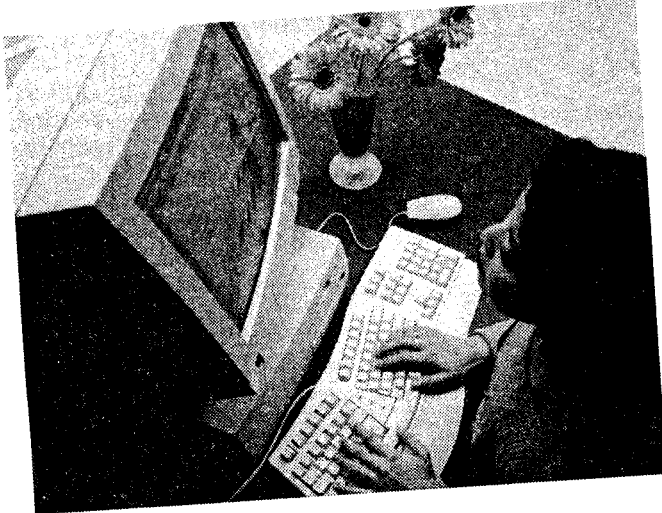
Visual Arts Department

Advisors: Lind Babcock, Dennis Guastella, Kristine Willmann

Program Admission Requirements:

- A high school or college course on Macintosh computers, or GDT 105 with a grade of "C" or better, or permission of a program advisor

Course Number	Course Title	Credit Hours
add + ✓ GDT 112	Graphic Communication	4
+ ✓ GDT 100	Typography I	2
+ GDT 125	Introduction to QuarkXPress™	2
+ GDT 126	QuarkXPress™II	2
+ ✓ GDT 137	Introduction to Illustrator™	2
+ ✓ GDT 138	Illustrator™II	2
+ ✓ GDT 141	Introduction to Photoshop™	2
+ ✓ GDT 142	Intermediate Photoshop™	2
+ GDT 150	Design for the Internet	4
+ GDT 220	Publication Design	4
add Elective	GDT 101, 117, 174, 214, P110 III, INP 105 or GDT 239-2-4	24
<b>Credits Required for the Program:</b>		<b>30-32</b>



Graphic Design Technology-Design Option (APGDTD) Associate in Applied Science Degree



This program prepares you for a career as a graphic artist with an emphasis in design. Graphic designers work with writers, photographers, printers, and other specialists in the field of graphic communication to communicate, inform, instruct, or sell. You may work on publications, advertising, the Internet, interactive media, exhibit graphics, signage, corporate identity, or packaging. Graphic artists who are skilled in graphics software applications may focus more on the technical aspects of assembling and preparing materials for print and/or electronic media distribution. The program focuses on developing your skills in basic design theory, typography, the major graphic design software applications, concept development, and knowledge of production techniques for print and electronic media as exhibited in a portfolio. Creative and artistic ability is required for careers in graphic design, as well as originality and capacity for experimentation in visual problem solving.

Visual Arts Department

Advisors: Lind Babcock, Dennis Guastella, Kristine Willmann

Program Admission Requirements:

- A high school or college course on Macintosh computers or GDT 105 with a grade of "C" or better

Course Number	Course Title	Credit Hours
<b>General Education Requirements (18-21 Credits)</b>		
COM 101	Fundamentals of Speaking	3
Choose one:	ENG 107 Technical Communications or ENG 111 Composition I	3-4
Choose one	MTH 151 Technical Algebra or MTH 163 Business Mathematics	3-4
Elective	Complete one course from General Education for the AAS, Area 4: Natural Sciences	3-4
Elective	Complete one course from General Education for the AAS, Area 5: Social and Behavioral Science	3
Elective	Complete one course from General Education for the AAS, Area 6: Arts and Humanities	3
Course Number	Course Title	Credit Hours
<b>Major/Area Requirements (51 Credits)</b>		
ART 112	Basic Design I	4
GDT 100	Typography I	4
GDT 101	History of Graphic Design	3
GDT 112	Graphic Communication	4
GDT 125	Introduction to QuarkXPress™	2


**Washtenaw Community College**

*"Excellence ♦ Service ♦ Integrity"*

Office of the Vice President of Instruction and Student Services

**TO:** Deans  
Department Chairs

**CC:** Curriculum Committee  
David Gatewood  
Student Services Directors  
Marty Heator, Promotional Services

**FROM:** Guy Altieri, Vice President for Instruction and Student Services 

**DATE:** May 5, 2000

**SUBJECT:** Preliminary Program Announcement (PPA) for a New Certificate Program  
Proposal for a Graphic Design Certificate

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I have given my support to the attached Preliminary Program Announcement (PPA) for a Graphic Design Certificate. In our program development process this means that the Visual Arts Department and Dean Bertoia are now authorized to prepare a Program Approval Document (PAD) which will further the idea. The PAD is intended to draw together the relevant data needed to explore the viability of this program at WCC.

The PPA is to provide broad awareness and preliminary authorization for the purpose of studying a new program proposal. We are saying, in essence, that through preliminary review we believe that a program idea should move to an active development stage. A full program document (PAD) now needs to be developed and approved up through the Board level, before the proposed certificate program can appear in college publications and receive students.

The attached PPA is being widely distributed so that all parties have the opportunity to review and contribute to the review of this program possibility. Anyone interested in commenting on the program should address their remarks to the Visual Arts Department (Terry Abrams, Department Chair) and Dean Bertoia, with a copy sent to my office as well.



WASHTENAW COMMUNITY COLLEGE  
PRELIMINARY PROGRAM APPROVAL FORM

Initiator(s): Lind Babcock

Division: TEC Department: VIS Arts Tech Estimated Start up Term: F-00

Type of Program:	A.A.	A.S.	A.A.S.	<del>A.T.S.</del>	<del>A.C.S.</del>
Advanced Certificate	<input checked="" type="checkbox"/> <del>Mastery</del> Certificate		Achievement Certificate		Certificate of Completion

**1. General Description of Program (purpose, curriculum design, need for new courses):**

This certificate program is comprised of selected existing courses in the GDT-D associate degree program. The certificate will provide students with guidance and structure in their graphic design studies and completion of an abbreviated program in one year.

**2. Need for Program (student intent, placement):**

Half of the students who take courses in the GDT-D program already have bachelor's degree in some field, and so are more interested in developing job skills than in earning the associate degree. This certificate program is for students who are either upgrading skills or who are only prepared to take a year of courses for employment and therefore are not pursuing the associate degree in Graphic Design Technology. Currently, some of those students take only software courses and then hope to be employed as designers. To be successful, students really need both software and design courses. This program includes courses in the most widely used graphic design software and courses that provide a foundation in visual communication design for both print and on-screen media. Completing this abbreviated curriculum, while providing less education and training than the associate degree, will guide students through 24 credits of GDT courses that are intended to provide a minimum of requisite job skills and a certificate acknowledging this level of completion.

**3. Enrollment Projections:**

Impact on overall enrollment in GDT courses will probably be negligible. Rates of completion among non-associate degree seeking students will increase.

**4. Instructional Resources and Space (equipment, labs, classrooms, consumable supplies):**

No change from current use.

**5. Faculty Resources (full-time, part-time, consultant):**

No change from current use.

**6. Curricular Connections (WCC instructional units, individual articulations, accreditations):**

All courses are within the existing departmental curricula. This program is not intended for transfer to 4-year institutions. Previous articulations for software courses from area high schools into the former Digital Prepress certificate will be honored in the new Graphic Design certificate.

**7. Program Development Plan (timetable, costs, personnel):**

The certificate program is ready to go upon approval.

**Review Dates:**

Department Review Date: \_\_\_\_\_

Divisional Council Review Date: \_\_\_\_\_

IAC Review Date: \_\_\_\_\_

**Approvals:**

Divisional Dean(s) \_\_\_\_\_ Date: \_\_\_\_\_

Vice President for Instruction and Student Services:

Approved for development of PAD (Program Approval Document)

Returned for additional review/development of PPAF (details attached)

Not approved

Signature *Doug Allison* Date: 5/2/00

**WASHTENAW COMMUNITY COLLEGE  
PROGRAM AUTHORIZATION FORM**

1. Program Title: Graphic Design Program Code: G.DTC  
 2. Division: TEC 3. Department: VISD CIP Code: \_\_\_\_\_  
 4. Type of Program:  A.A.  A.S.  A.A.S.  A.T.S.  
 Advanced Certificate  Certificate  Certificate of Completion  
 5. Will this program be Perkins funded?  yes  no 6. Effective Year: Fall 2000

7. Program Description (for Catalog, brochures, etc.):  
 This certificate program will provide you with entry-level skills in graphic design or allow you to upgrade your present skills. You will become proficient in keylining, past-up, typography, computer graphics, illustration. It also provides 24 credits toward the Associate in Applied Science degree in Graphic Design Technology.

8. Advisors: Lind Babcock and Dennis Guastella

9. Admissions Criteria:	10. Criteria for Continuing Program Eligibility:
One year of high school Macintosh graphics, or GDT 105, or consent of instructor	

11. Attach a Program Approval Document [PAD], which includes the following:
- |                        |                           |   |
|------------------------|---------------------------|---|
| A. Program Description | D. Enrollment Projections | G. Analysis of Affected Instructional Units |
| B. Program Goals       | E. Program Cost Analysis  | H. Articulations                            |
| C. Needs Assessment    | F. Course Descriptions    | I. Licensure/Accreditation                  |

Approval Recommended:	Print Name	Signature	Date
Program Initiator: _____	_____	_____	_____
Dept. Chair/Dir.: <u>Terry Abrams</u>	_____	_____	_____
Dean/Admin.: <u>Roger Bertoia</u>	_____	_____	_____
VP, Instr/Stud Ser: <u>Guy Altieri</u>	_____	_____	_____
President: <u>Larry Whitworth</u>	_____	_____	_____

Date of Board Approval: \_\_\_\_\_

Available on disk

## Graphic Design (CTGDTC) Certificate

This program provides you with entry-level skills in graphic design or allows you to upgrade your present skills. You will become proficient in keylining, paste-up, typography, computer graphics, and illustration. It also provides 24 credits towards the Associate in Applied Science Degree in Graphic Design Technology.

### Visual Arts Department

**Advisors:** Lind Babcock, Dennis Guastella, Kristine Willimann

### Program Admission Requirements:

- A high school or college course on Macintosh computers or GDT 105 with a grade of "C" or better

<u>Course Number</u>	<u>Course Title</u>	<u>Credit Hours</u>
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### Major/Area Requirements

GDT 100	Typography I .....	4
GDT 125	Introduction to QuarkXPress™ .....	2
GDT 126	QuarkXPress™ II .....	2
GDT 137	Introduction to Illustrator™ .....	2
GDT 138	Illustrator™ II .....	2
GDT 141	Introduction to Photoshop™ .....	2
GDT 142	Intermediate Photoshop™ .....	2
GDT 220	Publication Design .....	4

**Credits Required for the Program:.....20**

Washtenaw Community College does not discriminate on the basis of race, sex, color, religion, national origin, age, disability, height, weight, marital status, or veteran status in provision of its educational programs and services or in employment opportunities and benefits. WCC is committed to compliance in all of its activities and services with the requirements of Title IX of the Educational Amendments of 1972, Public Act 453, Section 504 of the Rehabilitation Act of 1973, Title VII of the Civil Rights Act of 1964 as amended, Public Act 220, and the Americans with Disabilities Act of 1990.

Inquiries concerning programs and services under Title IX and Section 504, and the Americans with Disabilities Act should be directed to the Office of the Dean of Student Services; Room 225A, Student Center Building, 734- 973-3536. Inquiries regarding compliance in employment should be directed to the College Affirmative Action Officer in the Office of Human Resource Management, Room 120, Business Education Building, 934- 973-3497. Inquiries concerning access to facilities should be directed to the Director of Plant Operations, Plant Operations Building, 734- 677-5300.