



**South Central College  
Program Design**

# **DIP 3494 Graphic Communications**

## **Program Information**

**Instructional Level** Technical Diploma

**Career Cluster** Arts, Communications, & Information Systems

## **Description**

In today's fast-paced media-driven culture, graphic communications is becoming our go-to medium when it comes to communicating with each other. Whether in business, education, entertainment, government or the nonprofit world, graphic communications is utilized in important, impactful ways. As a Graphic Communications student, you will learn to express, produce and print your passion.

Graphic communications is referred to as visual communications, and can be defined in the simplest terms as any form of communication that relies on visual cues to transmit powerful, engaging messages. This ever-changing industry encompasses large format, screen, and digital printing. You will learn creative design, illustration, web design, magazine, newspaper, and book publishing, photography and a host of other creative, business and production services.

## **Program Admission Dates (Fall and/or Spring)**

Fall

## **Program Location (North Mankato and/or Faribault)**

North Mankato

## **Program Student Learning Outcomes**

- 1 Demonstrate principles, elements and planning processes of design when preparing digital layouts.
- 2 Demonstrate proficiency in the use of digital publishing softwares to produce professional quality work.
- 3 Articulate clearly the production processes of an every-changing industry.

## **Program Configurations**

### **Fall 2020 Start**

#### **Credits**

Technical Course	54
Liberal Arts & Sciences	6
<b>Total Credits</b>	<b>60</b>

**Fall 1, Semester 1**

Course #	Course Title	Credits	Function
GCC 1100	Introduction to Graphic Communications	4	Technical Course
GCC 1120	Graphic Software 1	4	Technical Course
GCC 1130	Layout and Typography	3	Technical Course
GCC 1145	Color Applications and Digital Tools	3	Technical Course
	Art Structure OR Painting OR Digital Photography OR Drawing	3	Liberal Arts & Sciences

**Spring 1, Semester 2**

Course #	Course Title	Credits	Function
GCC 1215	Drawing Foundations for Graphic Communications	3	Technical Course
GCC 1220	Graphic Software 2	4	Technical Course
GCC 1260	Printing Processes	4	Technical Course
COMP 1140	Web For Business	3	Technical Course

**Fall 2, Semester 3**

Course #	Course Title	Credits	Function
GCC 2110	Design & Illustration I	4	Technical Course
GCC 2120	Portfolio I	3	Technical Course
GCC 2150	Web/Interactive Media 2	3	Technical Course
GCC 2161	Production Work Flow 1	3	Technical Course
COMM 110 OR COMM 140	Public Speaking OR Interpersonal Communication	3	Liberal Arts & Sciences

**Spring 2, Semester 4**

Course #	Course Title	Credits	Function
GCC 2210	Design and Illustration 2	4	Technical Course
GCC 2220	Portfolio 2	3	Technical Course
GCC 2250	Web/Interactive Media 3	3	Technical Course
GCC 2261	Production Work Flow 2	3	Technical Course

**Fall Start****Credits**

Technical Course	54
Liberal Arts & Sciences	6

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**Total Credits** **60**

**Semester 1 - Fall, Year 1**

Course #	Course Title	Credits	Function
GCC 1100	Introduction to Graphic Communications	4	Technical Course
GCC 1120	Graphic Software 1	4	Technical Course
GCC 1130	Layout and Typography	3	Technical Course
GCC 1141	Digital Image Exploration	3	Technical Course
COMM 110 or 140	Public Speaking OR Interpersonal Communication	3	Liberal Arts & Sciences

**Semester 2 - Spring, Year 1**

Course #	Course Title	Credits	Function
GCC 1210	Drawing for Graphic Communications	3	Technical Course
GCC 1220	Graphic Software 2	4	Technical Course
GCC 1260	Printing Processes	4	Technical Course
COMP 1140	Web For Business	3	Technical Course

**Semester 3 - Fall, Year 2**

Course #	Course Title	Credits	Function
GCC 2110	Design & Illustration I	4	Technical Course
GCC 2120	Portfolio I	3	Technical Course
GCC 2150	Web/Interactive Media 2	3	Technical Course
GCC 2161	Production Work Flow 1	3	Technical Course

**Semester 4 - Spring, Year 2**

Course #	Course Title	Credits	Function
GCC 2210	Design and Illustration 2	4	Technical Course
GCC 2220	Portfolio 2	3	Technical Course
GCC 2250	Web/Interactive Media 3	3	Technical Course
GCC 2261	Production Work Flow 2	3	Technical Course
ART 110, 130, or 140	Art Structure OR Painting OR Digital Photography	3	Liberal Arts & Sciences

**Program Course List**

Number	Title	Credits	Pre/Corequisites
ART 110	Art Structure	3	READ 80 and READ 90, or a score of 77.5 on the reading portion of the Accuplacer
ART 130	Painting	3	READ 80 and READ 90, or a score of 78 on the reading portion of the Accuplacer.

<b>ART 140</b>	<b>Digital Photography</b>	3	None
<b>COMP 1140</b>	<b>Web For Business</b>	3	None
<b>ENGL 100</b>	<b>Composition</b>	4	Next-Generation Accuplacer Reading minimum score of 250 (Classic Accuplacer, minimum of 75) or completion of READ 0090 or EAP 0095 with a C (2.0) or higher.
<b>GCC 1100</b>	<b>Introduction to Graphic Communications</b>	4	Next Gen Accuplacer Reading score 224 or higher, or Classic Accuplacer Reading score 36 or higher
<b>GCC 1120</b>	<b>Graphic Software 1</b>	4	Next Gen Accuplacer Reading score 224 or higher, or Classic Accuplacer Reading score 36 or higher
<b>GCC 1130</b>	<b>Layout and Typography</b>	3	Next Gen Accuplacer Reading score 224 or higher, or Classic Accuplacer Reading score 36 or higher
<b>GCC 1145</b>	<b>Color Applications and Digital Tools</b>	3	Next Gen Accuplacer Reading score 224 or higher, or Classic Accuplacer Reading score 36 or higher
<b>GCC 1215</b>	<b>Drawing Foundations for Graphic Communications</b>	3	GCC 1120
<b>GCC 1220</b>	<b>Graphic Software 2</b>	4	GCC 1120 Graphic Software 1
<b>GCC 1260</b>	<b>Printing Processes</b>	4	GCC 1120 Graphic Software 1 and GCC 1130 Layout and Typography
<b>GCC 2110</b>	<b>Design &amp; Illustration I</b>	4	GCC 1210 or GCC 1215 GCC 1220
<b>GCC 2120</b>	<b>Portfolio I</b>	3	GCC 1220 - Graphic Software 2
<b>GCC 2150</b>	<b>Web/Interactive Media 2</b>	3	GCC 1220 and COMP 1140
<b>GCC 2161</b>	<b>Production Work Flow 1</b>	3	GCC 1220 and GCC 1260
<b>GCC 2210</b>	<b>Design and Illustration 2</b>	4	GCC 2110
<b>GCC 2220</b>	<b>Portfolio 2</b>	3	GCC2120 - Portfolio 1
<b>GCC 2250</b>	<b>Web/Interactive Media 3</b>	3	GCC 2150 Web/Interactive Media 2.
<b>GCC 2261</b>	<b>Production Work Flow 2</b>	3	GCC 2161