Graphic Design Technology

What is graphic design?

Graphic design is the practice or profession of designing print or electronic forms of visual information. Graphic designers create a wide assortment of material, such as posters, magazines, catalogs, greeting cards, cartoons, maps, websites and brochures. Graphic design skills are used in many visual fields: print production, illustration, art direction, photography, graphic art, Web graphics and design, and animation. If you would like to get paid for being creative, this may be the perfect field for you.

Where do graphic designers work?

Graphic designers are hired by a variety of businesses, including design studios, advertising agencies, public relations firms, newspapers, and publishers.

What do graphic designers earn?

Earnings depend on experience, education, and geographic location. The median annual wages for graphic designers were $48,700 in May 2017. The highest 10 percent earned more than $83,140 (source:*www.bls.gov/ooh*).

What is the employment outlook for this career?

The work of graphic designers will continue to be important in the marketing of products throughout the economy according to the U.S. Bureau of Labor Statistics. As demand for interactive media design increases, graphic designers with website design and animation experience will be especially needed. Examples of interactive media include websites, video games, cell phones, personal and digital assistants (PDAs), and other technologies.

Why should I come to HCC?

HCC offers degrees, certificates and letters in graphic design technology. These programs include hands-on skill building using the latest technology. The programs focus on the principles of visual communication, drawing, typography, and page layout. The program includes internship opportunities and practice in HCC's in-house graphic design studio. Throughout the program, you will be developing a portfolio containing projects that have been published in print and online. HCC faculty will work with you to ensure a portfolio that professionally displays what you have accomplished at HCC.

Important information about the educational debt, earnings, and completion rates of students who attended this program can be viewed at *www.hagerstowncc.edu/gedp/cer_gdt/50.0402-Gedt.html.*

What type of students excel in this program?

Graphic designers need to have a strong innate sense of composition as well as the ability to be "self-directed." It is not enough to use the software well: they must be able to function as part of a "design" team and develop an appreciation for well-designed visual communications.

Are graphic design courses available online?

HCC currently offers GDT 112 Computer Graphics and GDT 215 Typography online. Web Design I (WEB 101), a requirement for the graphic design technology certificate, is also available online.

HCC also offers several other general education classes online or as part of evening course packages.

What is the difference between the A.A.S and the A.A. degrees in Graphic Design Technology?

The A.A.S. degree is designed for the student who is planning on going directly into the field after graduation. This student takes more graphic design courses than do those pursuing the A.A. degree. This program also includes Graphic Design II, in which students complete their portfolio, resume, and promotional package in order to better market themselves to prospective employers.

The A.A. degree is designed for the student who will be transferring to a four-year institution and choosing graphic design as their area of concentration within an art degree program. This degree includes basic foundation courses that would be taken in any university undergraduate art program, but includes fewer courses in their concentration area as those will be taken as part of their undergrad work at their transfer college during their junior and senior years. This allows the transfer student to concentrate only on upper level courses once they've transferred to their four-year institution.

A.A. Degree
Option in Graphic Design

This degree prepares students for transfer to a four-year institution to pursue a bachelor of fine arts degree with a concentration in graphic design.

General Education Requirements   31-33 credits

Arts/Humanities
Select one course from the following list:
ART 101 Introduction to Visual Arts ....(3)
ART 231 History of Western Art I.........................(3)
ART 232 History of Western Art II........................(3)
Select another course in a different
Arts & Humanities discipline from approved
General Education course list....................................... 3

Behavioral/Social Sciences
Select two courses in different disciplines from
approved General Education course list...................... 6

Biological/Physical Science
Select two courses from approved General Education
course list—one must be a laboratory course 7-8

Diversity
ANT 201 Cultural Anthropology.............................. 3

English
ENG 101 English Composition.................................. 3
minimum grade of "C" or better is required
ENG 112 Technical Writing I 3
                            OR
ENG 102 Composition and Literature ....(3)

Mathematics
MAT 101 College Algebra 3
                            OR
Another MAT course from approved list ....(3-4)

Program Requirements   **21 credits**

ART 103	Drawing I	3
ART 115	Photography I	3
GDT 116	Digital Imaging	3

Area 1: (3 Credits)
Choose one course from the following:

ART 102	Two-Dimensional Design	(3)
GDT 112	Computer Graphics	(3)

Area 2: (3 Credits)
Choose one course from the following:

ART 120	Beginning Ceramics	(3)
ART 122	Sculpture I	(3)

Area 3: (3 Credits)
Choose one course from the following:

GDT 142	Computer Illustration: Adobe Illustrator	(3)
GDT 143	Digital Layout/Prepress	(3)

Area 4: (3 Credits)
Choose one course from the following:

GDT 146	Graphic Design I	(3)
GDT 215	Typography	(3)

Electives   **6-8 credits**

Electives should be selected in consultation with the Technology and Computer Studies Division to satisfy career goals and/or transfer college requirements.

ART 104	Painting I	(3)
ART 203	Drawing II	(3)
ART 209	Figure Drawing	(3)
ART 211	Portraiture	(3)
ART 215	Photography II	(3)
CSC 102	Introduction to Information Technology	(3)
GDT 112	Computer Graphics	(3)
GDT 146	Graphic Design I	(3)
GDT 215	Typography	(3)
GDT 220	Digital Video and Audio	(3)
GDT 246	Graphic Design II	(3)
GDT 269	Internship I	(3)
SDE 102	Multimedia Authoring and 2-Dimensional Animation	(3)
SPD 103	Public Speaking	(3)
SPD 108	Introduction to Human Communication	(3)
WEB 101	Web Design I	(3)
WEB 110	Web Design II	(3)

Degree Requirement................................ 60

A.A.S. Degree
Graphic Design Technology

This degree provides training for a variety of careers in visual communication and graphic design.

General Education Requirements   **21-22 credits**
Arts/Humanities

ART 101	Introduction to Visual Arts	3

Behavioral/Social Sciences
Select from approved General Education course list ... 3

Biological/Physical Science
Select from approved General Education course list ... 3-4

Diversity

ANT 201	Cultural Anthropology	3

English

ENG 101	English Composition	3

*minimum grade of "C" or better is required

ENG 112	Technical Writing I	3

OR

SPD 103	Public Speaking	(3)

OR

SPD 108	Introduction to Human Communication	(3)

Mathematics

MAT 101	College Algebra	3

Program Requirements   **33 credits**

ART 103	Drawing I	3
GDT 112	Computer Graphics	3
GDT 116	Digital Imaging	3
GDT 142	Computer Illustration: Adobe Illustrator	3
GDT 143	Digital Layout/Prepress	3
GDT 146	Graphic Design I	3
GDT 215	Typography	3
GDT 220	Digital Video and Audio	3
GDT 246	Graphic Design II	3
SDE 102	Multimedia Authoring and 2-Dimensional Animation	3
WEB 101	Web Design I	3

Restricted Electives   **6 credits**

Electives should be selected in consultation with the Technology and Computer Studies Division to satisfy career goals. Select two courses from the following:

ART 102	Two-Dimensional Design	(3)
ART 104	Painting I	(3)
ART 115	Photography I	(3)
ART 203	Drawing II	(3)
ART 209	Figure Drawing	(3)
ART 211	Portraiture	(3)
ART 215	Photography II	(3)
GDT 269	Internship I	(3)
WEB 110	Web Design II	(3)

Degree Requirement................................ 60

Certificate
Graphic Design Technology

This certificate consists of specialized courses and general education to enhance job performance and professional career development.

Program Requirements   **24 credits**

GDT 112	Computer Graphics	3
GDT 116	Digital Imaging	3
GDT 142	Computer Illustration: Adobe Illustrator	3
GDT 143	Digital Layout/Prepress	3
GDT 146	Graphic Design I	3
GDT 215	Typography	3
GDT 246	Graphic Design II	3
WEB 101	Web Design I	3

Certificate Requirement 24

Letter of Recognition
Graphic Design Technology Computer Graphic Artist

This sequence of courses prepares an individual to work as a computer graphic artist. These skills are useful when artwork is being prepared for publication in print, Web, or multimedia.

Program Requirements   **9 credits**

GDT 112	Computer Graphics	3
GDT 116	Digital Imaging	3
GDT 142	Computer Illustration: Adobe Illustrator	3

Letter of Recognition Requirement............ 9

Letter of Recognition
Graphic Design Technology Graphic Production Specialist

This sequence of courses prepares an individual to work as a graphic production specialist. These skills are useful when artwork is being prepared for publication in an offset print environment.

Program Requirements   **9 credits**

GDT 112	Computer Graphics	3
GDT 116	Digital Imaging	3
GDT 143	Digital Layout/Prepress	3

Letter of Recognition Requirement............ 9

Contact Information:

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Recommended Professional Resources

American Institute of Graphic Artists (AIGA): *www.agia.org*

American Advertising Federation (AAF): *www.aaffrederick.org*

National Association of Photoshop Professionals (NAPP): *www.photoshopuser.com*

www.hagerstowncc.edu/graphic-design