# MULTIMEDIA GRAPHIC DESIGN

## Multimedia Graphic Design Certification
**Create visual concepts to communicate ideas that inspire, inform, and captivate consumers using industry methods and software.**

The curriculum includes on site experience through the Pickens Design Lab. The Multimedia Graphic Design program will help students learn a variety of skills used in the industry, including the following:

- Operation of industry standard software
- Design principles, color theory, and typography
- Web design, Logo design, Digital Illustration, Ad campaigns, Layouts, Branding, and other design related projects
- Designer-client relationship skills
- Portfolio building
- Freelance business principles

**Suggested educational levels:**
- English literacy (reading, writing, speaking, and listening)
- Basic computer operating, file management, and keyboarding skills
- Basic hand drawing and illustration skills

**Class Hours:**
- **Second-year of program, morning:** 7:50am - 10:40am Mon.- Fri.
- **First-year of program, afternoon:** 12:05pm - 2:55pm Mon.- Fri.
- Program is 4 semesters in length, with start dates in Fall.
- The first-year of study is only available in the afternoon block, and the second-year of study is only available in the morning block.

## Tuition and Credit Hour Calculation

| Semester 1 | Semester 2 |
|---|---|
| $1,560.00 *(Tuition)* | $1,560.00 *(Tuition)* |
| + $170.00 *(Credit Hour Fee)* | + $170.00 *(Credit Hour Fee)* |
| **$1,730.00** | **$1,730.00** |

| Semester 3 | Semester 4 |
|---|---|
| $1,560.00 *(Tuition)* | $1,560.00 *(Tuition)* |
| + $170.00 *(Credit Hour Fee)* | + $170.00 *(Credit Hour Fee)* |
| **$1,730.00** | **$1,730.00** |

*Based on Colorado Resident In-State Tuition*

## Estimated Program Costs *(to be paid at Picken's payment office)*
**Tuition and Credit Hour Fees:**
- **Semester 1:** $1,730.00
- **Semester 2:** $1,730.00
- **Semester 3:** $1,730.00
- **Semester 4:** $1,730.00

**Required On Campus Costs:**
- **Program Charges:** $500.00 (each semester)
- **Student ID:** $10.00 (each year)
- **CTSO Charge:** $20.00 (each year)
- **Books:** $181.00 (+ tax)

**Estimated Total:**
- **Multimedia Graphic Design Certificate:** $9,161.00 (+tax)

## Additional Relevant Costs *(estimated)*
**Required Off Campus Costs:**
- **Graphic Design Sketchbook:** $15.00 (+tax)
- **Annual Adobe Creative Cloud License Renewal:** $360.00 (post secondary students only)

*All post secondary students must have a laptop that can run Adobe Creative Cloud software. For a full list of system requirements visit: helpx.adobe.com/creative-cloud/system-requirements.html.*

**Optional Costs:**
- **SkillsUSA Work Force Ready Assessment for Graphic Communications:** $20.00

**Credits: 48**

**Length: 2 years**

**Cost: $9,161**

**PICKENS TECHNICAL COLLEGE**

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## Courses required for this certificate:

**MGD 1020 Intro to Production Design**
Explores the use of tools, computer graphics techniques and design layout principles to produce professional graphic designs. Studies include printing basics, typography and digital color systems. Students use creative thinking to solve communication and design concepts for the output process.

**MGD 1015 Typography and Layout**
Covers the creation and production of graphic projects, emphasizing the layout creative design process, problem solving, and research. Provides experience producing thumbnails, roughs and digital layouts emphasizing refined creative typography.

**MGD 1011 Adobe Photoshop I**
Concentrates on the high-end capabilities of a raster photo-editing software as an illustration, design and photo retouching tool. Students explore a wide range of selection and manipulation techniques that can be applied to photos, graphics and videos.

**MGD 1012 Adobe Illustrator I**
Students will explore the processes of a vector drawing program on the computer. Students learn how to use the tools to create digital artwork that can be used in web design, print media and digital screen design.

**MGD 1013 Adobe InDesign**
Introduces students to InDesign, a page layout program which integrates seamlessly with other Adobe design programs. InDesign delivers creative freedom and productivity to DTP. Class discussions and independent projects supplement hands-on classroom work.

**MGD 1014 Typography I**
Introduces the history and concepts of typography as applied to graphic communications. Explores appropriate use of typography in a variety of design applications, emphasizing the basic design principles of typographic compositions and typesetting. Covers type recognition and typographic terms.

**MGD 1017 Intro to Visual Communications**
Surveys visual communications, its history and impact on society. A foundation course for graphic design and illustration majors and a survey for non-majors who are interested in the field. Assignments require minimal artistic talent.

**MGD 1041 Web Design I**
Introduces web site planning, design and creation using industry standards- based web site development tools. Screen-based color theory, web aesthetics, use of graphics editors and intuitive interface design are explored.

**MGD 1043 Motion Graphic Design I: (Software)**
Stresses creation of animation and dynamic interactive media for web and multimedia applications to a professional standard. Students will learn how to develop projects for time-based media, key-frames, tweens, and symbols. Students will learn how to use actions to trigger timeline events to create interactive behaviors.

**MGD 2003 Design and Concept**
Covers the process of comprehensive problem solving of complex and advanced print design. Provides experience in digital production of designs, using multiple computer applications emphasizing concept.

**MGD 2011 Adobe Photoshop II**
Develops and reinforces image composition techniques learned in Adobe Photoshop I, MGD 111. Fundamentals are continuously reinforced as new design techniques are introduced.

**MGD 2012 Adobe Illustrator II**
Enables the student to continue development of electronic drawing skills through practice and use of state-of-the-art illustration software.

**MGD 2041 Web Design II**
Expands on previously learned fundamentals of HTML introducing cascading style sheets, DHTML, JavaScripts and CGI forms. Color usage and interface design principles are emphasized in this course. In this course we'll examine Web sites that employ more complex structures, optimal site architecture and navigation necessary for larger and more complex sites.

**MGD 2056 Graphic Design Production**
Provides an opportunity to combine several draw and paint applications into one design and layout class. Students will explore advanced techniques in creating and designing computer art.

**MGD 2068 Business for Creatives**
Presents a guide to freelance work and a study of business practices and procedures and models unique to creative occupations (graphic design, web design, animation, fine arts). Discussion includes determining charges, business forms, business planning, tax structure, licenses and registration, self-promotion (resume, website, portfolio, business identity package). Course may include visits by professionals in the field and discussion of career opportunities in a quickly changing career field.

**MGD 1085 Independent Study**
Meets the individual needs of students. Students engage in intensive study or research under the direction of a qualified instructor.

## MULTIMEDIA GRAPHIC DESIGN CERTIFICATE
**Certificate Total:** Clock Hours: 937.5   Credit Hours: 48
**Certificate Length:** 4 semesters