MULTIMEDIA GRAPHIC DESIGN

Create visual concepts to communicate ideas that inspire, inform, and captivate consumers using industry methods and software. Students gain valuable experience working with real-world clients and building a portfolio. The curriculum includes on-site experience through the Pickens Design Lab.

adobe software: photoshop, illustrator, & indesign | color theory | typography | printing | branding, product, and advertisement design | client relationships

Suggested Abilities

‣ 8th grade English reading, writing, speaking, and listening

‣ Basic computer operating, file management, and keyboarding skills

‣ Basic hand drawing and illustration skills

Prerequisites

‣ *High School Students: Meet with counselor for eligibility requirements*

Class Hours

‣ Morning (second year): 7:50am - 10:40am, Mon. - Fri.

‣ Afternoon (first year): 12:05pm - 2:55pm, Mon. - Fri.

SEMESTER 1

MGD 1011 Adobe Photoshop I
3 credits

Advanced raster photo-editing for illustration, design, and retouching; students learn diverse selection and manipulation techniques applicable to photos, graphics, and video.

MGD 1012 Adobe Illustrator I
3 credits

Use the tools to create digital artwork that can be used in web design, print media and digital screen design.

MGD 1014 Typography I
3 credits

Typography history and concepts for graphic communications: recognizing type, terminology, typesetting, and appropriate typographic use across design applications.

MGD 1017 Intro to Visual Communications
3 credits

Visual communications, its history, and societal impact. Foundation course for graphic design and illustration majors; survey for interested non-majors. Assignments emphasize concept over artistic skill.

SEMESTER 2

MGD 1020 Intro to Production Design
3 credits

Tools, computer graphics, layout, printing basics, typography, and digital color systems; students apply creative problem-solving to produce professional graphic design outputs.

MGD 1013 Adobe InDesign
3 credits

Introduces students to Adobe InDesign for page layout, integrating with other Adobe tools. Emphasizes creative productivity through hands-on work, class discussions, and independent projects.

MGD 1041 Web Design I
3 credits

Website planning, design, and creation with industry-standard tools, including screen color theory, web aesthetics, graphics editor use, and intuitive interface design.

MGD 1043 Motion Graphic Design I: (Software)
3 credits

Professional creation of web and multimedia animations: time-based projects, keyframes, tweens, symbols, and using actions to trigger timeline events for interactive behaviors.

MGD 1015 Typography and Layout
3 credits

creation and production of graphic projects, focusing on layout design, problem solving, research, and producing thumbnails, roughs, and digital layouts with refined creative typography.

MGD 2012 Adobe Illustrator II
3 credits

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
3 credits

Advanced web design: CSS, DHTML, JavaScript, CGI forms, color and interface design, plus site architecture, navigation, and strategies for building larger, more complex websites.

MGD 2056 Graphic Design Production
3 credits

Combine several draw and paint applications into one design and layout class. Students will explore advanced techniques in creating and designing computer art.

SEMESTER 4

MGD 2003 Design and Concept
3 credits

Problem-solving for advanced print design and hands-on digital production using multiple computer applications, with a strong emphasis on conceptual development and practical experience.

MGD 2011 Adobe Photoshop II
3 credits

Develops and reinforces image composition techniques. Fundamentals are continuously reinforced as new design techniques are introduced.

MGD 2068 Business for Creatives
3 credits

Guide to freelancing in creative fields: pricing, forms, business planning, taxes, licenses, self-promotion, portfolios, and career opportunities with professional insights.

MGD 1085 Independent Study
3 credits

Meets the individual needs of students. Students engage in intensive study or research under the direction of a qualified instructor.

Multimedia Graphic Design Certificate

2 Years

48 Credit Hours

Information Revised DEC '25. Information subject to change. Course listings have been paraphrased on this flyer, for full course info please see Pickens Catalog. This certificate is eligible for Financial Aid. If you have further questions, please call (303)344-4910.

PICKENS TECHNICAL COLLEGE