Visual Communications Design

Graphic Design AFA Degree and Certificate
Interactive Web Design ATA Degree and Certificate

GENERAL INFORMATION

Our programs in the fine arts emphasize study and skill development in a specific discipline while integrating many different media and perspectives. This distinctive approach builds an understanding of the rich relationships inherent in the world of the arts and enhances your ability to function as an artist in today’s complex world. Our emphasis is on the development of a portfolio of work for consideration by transfer colleges and universities, or by employers, or for your personal goals. Instructors work closely with students in the studio, in the lab, and in the classroom. Fieldwork is often a component of our arts program.

ABOUT THE ARTS AT EVCC

The Visual and Performing Arts at EvCC include individual programs in photography, studio art (drawing, design, painting, ceramics), visual communications (interactive design and graphic design), music, theatre, film, journalism, and the written arts. All students are encouraged to take coursework in more than one discipline.

PROGRAM ADVISORS

It is essential to follow program advisor guidance for the Visual Communications Design program. Contact the program advisor listed below to help you select which degree pathway to follow, and to map out your program of study.

- Greg Kammer, Whitehorse 315, 425-388-9439 gkammer@everettcc.edu
- Division Office: 425-388-9501

Students interested in university transfer in the arts should work closely with an advisor, since admission and transfer to art programs may require special planning.

GETTING STARTED AT EVCC

Our Enrollment Services Office provides information about application, orientation and registration for new and continuing students. New degree-seeking students must complete entry advising with the Counseling, Advising & Career Center before registering for first quarter classes.

- Enrollment Services, Parks 201, 425-388-9219 admissions@everettcc.edu

For more information about our graduation rates, the median debt of student who completed the program, and other important information, please visit our website at, www.everettcc.edu/gainfulemployment

Approved by Instructional Council: MAY 2014

OPTIONS

- **GRAPHIC DESIGN ASSOCIATE IN FINE ARTS and CERTIFICATE**
  Graphic Designers combine design and technology in order to communicate ideas. The tools of a graphic designer are varied, but the most important are the use of image and typography. In the hands of a graphic designer, whether with pencil or pixel, the goal is the same—to convey a message between client and audience in print and electronic media using color, type, illustration, photography, animation, and various print and layout techniques. They also produce promotional materials, packaging, design distinctive logos and develop material for Internet Web pages, interactive media, and multimedia projects.

- **INTERACTIVE WEB DESIGN ASSOCIATE IN TECHNICAL ARTS and CERTIFICATE**
  Interactive web designers create graphic design for web and mobile devices that are interactive, unique and user-friendly. One of the most important aspects of interactive design is the user interface (UI), the way in which users of a website navigate and use a website. Interactive designers rely on the collaboration of individuals within integrated cross-disciplinary teams to create products that offer functional benefits and emotional resonance to target audiences. Students majoring in interactive web design study graphic design, photography, user interface design (UI) and programming while building computer skills leading to the production of several comprehensive interactive website projects.

- **Students in both degrees and certificates** learn how to work with clients and also develop a personal portfolio of their work by the end of the second year. The primary focus of the graphic and interactive web design degrees is job preparation, though a number of the courses within the degree are transferable. The Evergreen State College has approved the ATA as an Upside Down Degree.

  All students follow the First Year Foundation Courses, and then select their option for their second year. All students must take BUS 130 or MATH& 107 or above. This degree requires 91-96 total credits. A diversity "D" course in English or Communication Studies satisfies the diversity requirement.

EXPAND YOUR CAREER OPPORTUNITIES

Students may receive multiple certificates by combining the course requirements, thereby improving career options. To add some related and specialized skills, additional sequences of courses in the following areas can be arranged: studio art, photography, programming and networking, and small business management.

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Everett Community College does not discriminate on the basis of race, color, religious belief, sex, marital status, sexual orientation, gender identity or expression, national or ethnic origin, disability, genetic information, veteran status, or age in its programs and activities or employment. The Vice President of Instruction and Student Services has been designated to handle inquiries regarding student-related non-discrimination policies and can be reached at 2000 Tower Street, Everett, WA 98201, or by phone at (425)388-9216. The Vice President of Administrative Services/Human Resources has been designated to handle employment-related inquiries regarding the non-discrimination policies and can be reached at 2000 Tower Street, Everett, WA 98201, or by phone at (425)388-9232. This publication is effective SEPTEMBER 2014. The College reserves the right to change courses, programs, degrees and requirements. It is the student's responsibility to be aware of correct information by routinely checking with Enrollment Services and/or the advisors listed in this publication. Requirements applicable to all certificates and degrees are published in the College Catalog. Nothing contained herein shall be construed to create any offer to contract or any contractual rights. For more information, call 425-388-9219, Everett Community College, 2000 Tower Street, Everett, WA 98201, www.everettcc.edu
Student Name: ______________________ Advisor Signature: ______________________ Date: __________

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<thead>
<tr>
<th>COURSE NUMBER</th>
<th>COURSE TITLE</th>
<th>CREDITS</th>
<th>QUARTER</th>
<th>GRADE</th>
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<tbody>
<tr>
<td>GRAPH 110</td>
<td>Foundations of Graphic Design</td>
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<td>GRAPH 240</td>
<td>Graphic Design for the Web</td>
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<td>GRAPH 242</td>
<td>Content Management Systems</td>
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<td>GRAPH 298</td>
<td>Degree Project</td>
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<td>GRAPH 202</td>
<td>Package Design</td>
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<td>GRAPH 298</td>
<td>Degree Project</td>
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Notes for All Endorsements, Certificates and Degrees

Endorsements represent the first steps of the Certificate and Degree programs. Endorsements may be completed without completing the certificates or degrees. It is essential to work with a program advisor to discuss options and course selection. When close to completion, obtain an Endorsement Application from your advisor and submit along with this Program Checklist to the Division Office in Whitehorse 209.

Certificates and Degrees: Students should meet with a program advisor and maintain their checklist while at Everett Community College. The quarter before expected completion, this checklist should be submitted with a diploma application to the Enrollment Services Office. A full description of the College’s requirements for earning a certificate or degree is contained in the College Catalog.

- To assist students in planning, the courses are listed in a suggested sequence of courses over one or more quarters and assume full-time enrollment and successful completion each quarter. Part-time students may find their course pattern to be different.
- Because some courses have prerequisites or corequisites, students should plan their courses in consultation with a program advisor.
- EvCC does not offer every course each quarter. Please consult with the Class Schedule and a program advisor to plan course selection.
- Waivers for any of the required courses may be considered on the basis of verifiable evidence of previously acquired skills. Such waivers can be granted only by one of the program advisors listed in this curriculum guide. A waiver does not excuse the student from the requirement to earn the minimum required credits. Courses waived must be replaced with elective courses approved by the program advisor.
- To earn an endorsement, certificate or degree, the cumulative GPA must be at least 2.0.
- Electives in Social Science (SS), Humanities (H) and Natural Science must be selected from the approved course list of the AAS- DTA degree.
### INTERACTIVE WEB DESIGN CERTIFICATE (44 credits)

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<td>GRAPH 130 Coding for Website Design</td>
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<td></td>
<td>GRAPH 240 Graphic Design for the Web</td>
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<td>WINTER</td>
<td>GRAPH 113 Graphic Design and Typography</td>
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<td>GRAPH 242 Content Management Systems</td>
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<td>GRAPH 271 Design for Dynamic Media</td>
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<td>SPRING</td>
<td>GRAPH 115 Infographic Design</td>
<td>5</td>
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<td>GRAPH 298 Degree Project</td>
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<td>GRAPH 299 Special Projects: Open Research</td>
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### GRAPHIC DESIGN CERTIFICATE (44-47 credits)

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<td>GRAPH 201 Advertising Design</td>
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<td>PHOTO 110 Photography I: Basic Elements</td>
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<td>WINTER</td>
<td>GRAPH 113 Graphic Design and Typography</td>
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<td>GRAPH 202 Package Design</td>
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<td>GRAPH 231 Advanced Typography</td>
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<td></td>
<td>GRAPH 292 Business Practices for Graphic Design</td>
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<td>SPRING</td>
<td>GRAPH 213 Brand Identity Design</td>
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<td>GRAPH 298 Degree Project</td>
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**Small Group / Independent Study (Choose one from below, 2-5 credits)**

- GRAPH 252 (Sp) Booklab 5
- GRAPH 297 (Wi) Poetry Northwest Magazine 2
- ART 297 (Fa, Wi, Sp) Gallery Experience and Exhibition Design 2
ASSOCIATE IN TECHNICAL ARTS: INTERACTIVE WEB DESIGN (91-96 credits)

Courses listed with an ampersand in the course number (e.g. ENGL&101) reflect the Common Course Numbering System. For more information, go to www.everettcc.edu/ccn

Student Name: ____________________________ Advisor Signature: ____________________________ Date: __________

Diversity Course, Date ____________ ENGL 098D, ENGL& 101D, ART 124D, ANTH 116D, ART 228D, GS 105D, GS 101D, MUSC 110D

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<tr>
<td><strong>BASIC COMMUNICATION SKILLS</strong> (5 credits)</td>
<td>ENGL 098, 098D, &amp;101 or &amp;101D</td>
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<td><strong>BASIC QUANTITATIVE SKILLS</strong> (5 credits)</td>
<td>BUS 130 or MATH&amp; 107 and above</td>
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<td><strong>HUMAN RELATIONS</strong> (3-5 credits)</td>
<td>CMST&amp; 230 or 210, BUS 200, HDEV 155</td>
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**FIRST YEAR: FOUNDATIONS** (37 credits) Recommended schedule

**FALL**
- ART 110: Design I: 2 Dimensional 5
- GRAPH 110: Foundations of Graphic Design 5

**WINTER**
- GRAPH 113: Graphic Design and Typography 5
- GRAPH 118: Design Process 5
- GRAPH 120: History of Graphic Design 5

**SPRING**
- GRAPH 115: Infographic Design 5
- PHOTO 110: Photography I: Basic Elements 5
- GRAPH 195: Foundation Portfolio Review 2

**SECOND YEAR: EMPHASIS** (41-44 credits) Recommended schedule

**FALL**
- GRAPH 240: Graphic Design for the Web 5
- GRAPH 231: Advanced Typography 5
- GRAPH 130: Coding for Website Design 5

**WINTER**
- GRAPH 271: Design for Dynamic Media 5
- GRAPH 242: Content Management Systems 5
- GRAPH 292: Business Practices for Graphic Design 2
- GRAPH 299: Special Projects: Open Research 2

**SPRING**
- GRAPH 298: Degree Project 5
- ART 295: Portfolio Development 5

**Small Group / Independent Study (choose one from below, 2-5 credits)**
- GRAPH 250 (Fa, Wi, Sp): Internship 2
- GRAPH 252 (Sp): Booklab 5
- ART 297 (Fa, Wi, Sp): Gallery Experience and Exhibition Design 2

**A MINIMUM OF 90 CREDITS IS REQUIRED FOR A DEGREE, WITH A MINIMUM 2.0 CUMULATIVE GPA, including Diversity course.**
ASSOCIATE IN FINE ARTS: GRAPHIC DESIGN (96-99 credits)

Courses listed with an ampersand in the course number (e.g. ENGL&101) reflect the Common Course Numbering System. For more information, go to www.everettcc.edu/ccn

Student Name: ____________________________  Advisor Signature: ____________________________  Date: _______

Diversity Course, Date ________________  ENGL 101D, CMST 204D  ART 124D, ANTH 116D, ART 228D, GS 105D, GS 101D, MUSC 110D

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<tr>
<td>BASIC COMMUNICATION SKILLS (10 credits)</td>
<td>ENGL 101 or 101D</td>
<td>English Composition I</td>
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<td>CMST &amp;230 or &amp;210 or 204D</td>
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<tr>
<td>BASIC QUANTITATIVE SKILLS (5 credits)</td>
<td>BUS 130 or MATH&amp; 107 and above</td>
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<tr>
<td>GENERAL EDUCATION (10 credits)</td>
<td>CMST&amp; 102</td>
<td>Introduction to Mass Media</td>
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<td>Any Natural Science course</td>
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FIRST YEAR: FOUNDATIONS (37 credits) Recommended schedule

FALL
- ART 110 (Humanities)  Design I: 2 Dimensional  5  _______
- GRAPH 110  Foundations of Graphic Design  5  _______

WINTER
- GRAPH 113  Graphic Design and Typography  5  _______
- GRAPH 118  Design Process  5  _______
- GRAPH 120  History of Graphic Design  5  _______

SPRING
- GRAPH 115  Infographic Design  5  _______
- PHOTO 110  Photography I: Basic Elements  5  _______
- GRAPH 195  Foundation Portfolio Review  2  _______

SECOND YEAR: EMPHASIS (34-39 credits) Recommended schedule

FALL
- GRAPH 231  Advanced Typography  5  _______
- GRAPH 201  Advertising Design  5  _______

WINTER
- GRAPH 202  Package Design  5  _______
- GRAPH 292  Business Practices for Graphic Design  2  _______
- GRAPH 213  Brand Identity  5  _______
- GRAPH 299  Special Projects: Open Research  2  _______

SPRING
- GRAPH 298  Degree Project  5  _______
- ART 295  Portfolio Development  5  _______

Small Group / Independent Study (choose one from below during your second year, 2-5 credits)
- GRAPH 240 (Fa, Su)  Graphic Design for the Web  5  _______
- GRAPH 250 (Fa, Wi, Sp)  Internship  2  _______
- GRAPH 252 (Sp)  Booklab  5  _______
- GRAPH 297 (Wi)  Poetry Northwest Magazine  2  _______
- ART 297 (Fa, Wi, Sp)  Gallery Experience and Exhibition Design  2  _______

A MINIMUM OF 90 CREDITS IS REQUIRED FOR A DEGREE, WITH A MINIMUM 2.0 CUMULATIVE GPA, including Diversity course.