

Graphic Design Workplace Readiness Skill Set

Career & Technical Division

Graphic Design – The art and practice of planning, developing and projecting messages, ideas and experiences with visual and textual content. May use a variety of mediums to achieve artistic or decorative effects.

Graphic Design Workforce Readiness Skill Set Certificate

Certificate Requirement			Credit Hours
DSGN	120	Graphic Design I	3
IT	101	Fundamentals of Computers	3
IT	110	Computer Skills for Designers	3
IT	212	Publishing on the Internet	3
COM	112 or 125	Oral Communications Or Interpersonal Communications	3
DSGN	150	Graphic Design II	3
Total Credit Hours			18
Students must pass all six courses with a letter grade “B” or higher to earn this certificate			

Contact Information:

Julie Terry, Graphic Design program coordinator

Phone: 304-710-3439

Office: Suite 261

Email: terryj@mctc.edu

Description - Graphic Design Workforce Readiness Skill Set

This six-course skill set demonstrates that students have achieved: digital literacy, oral/written/interpersonal communication skills, web competencies and graphic design knowledge and skills. Students can earn this certificate after earning a B or better in the six select classes over their first fall semester and the following spring semester – that is, after the completion of their first academic year as a student enrolled in the Mountwest Graphic Design program. This skill set is achieved by students who are excelling in acquiring important concepts, skills and experiences in the college setting that will enhance their job prospects and their ability to succeed in the workplace.

The six courses in this new skill set demonstrate evidence of:

DSGN 120 – This course explores the history of Graphic Design, the major art movements, changes from traditional techniques to digital media, and job categories in design. The course introduces the principles and elements of design, color theory, typography and the creative process for generating ideas into creative concepts that can become final works. The class also introduces the use of symbolism, storytelling conventions, metaphor and montage to accomplish effective communication.

IT 101 – General computer skills, digital literacy and the Microsoft Office Suite of software.

IT 110 – Basic computer skills for design using Adobe creative software.

IT 212 – Competencies with web technologies.

COM 112 or COM 125 – Oral/Written/Interpersonal Communication skills.

DSGN 150 - This course explores how design elements and principles work together to create effective communication. Students practice using typography, imagery, color and grid systems in preparing effective layouts and graphics. Students apply design research tools and methods in order to have an informed basis for producing work. The psychological effect of design is also presented, and how design is used in support of a communication goal.

Our mission is to prepare students for careers, civic responsibility and life-long learning.