

Integrated Media: Graphic Design

*Restricted Entry, Associate of Applied
Science Degree Program*

MHCC Faculty Adviser

Chris Maier: 503-491-6992 Room AC 1375
Chris.Maier@mhcc.edu

Students looking for an outlet for their creative ideas will find that the Graphic Design option includes new opportunities to gain broad digital media expertise. Video, audio and photography content have been added to the print and web design training we're well known for offering. You'll understand how design processes and skills are applied to printing, online media and other distribution methods found in the creative services industry. We're confident that employers will value a well-rounded digital media creator.

The 12 Integrated Media core courses are complemented by six intensive Graphic Design option courses that prepare students for career paths within the creative services field including but not limited to art direction, project management, interactive media, digital production art, graphic design and publishing. Graduates of this program will be qualified to work as:

- Interactive Web Designer
- Publication Designer
- Graphic Design Assistant
- Digital Pre-press Technician
- Web Graphics Producer
- Junior Art Director
- Marketing Assistant
- Multimedia Designer

Graphic designers solve business and communication problems by providing expert advice and strategic creative services to clients to help them be successful in a competitive environment. Design solutions are measured by multiple sets of criteria—both yours and the client's. Each project must meet high aesthetic standards, as well as measurable business objectives. Professional design assignments span several different media such as print,

NOTE: The course requirements for this program are subject to change each academic year. For MHCC certificate/degree requirements, a student must follow the program requirements the year the student is officially admitted to the program or the year the student is completing the program.

online or broadcast. This means that most assignments require working with a multi-disciplinary team. Projects evolve through a process of multiple design directions and refinements, so you'll need to be very comfortable with the give-and-take of close collaboration. While a fine artist focuses more on self-expression and exploration, a graphic designer's primary role is to serve the communication needs of others.

This curriculum covers the basics of graphic design with an equal focus on printed solutions and web-based solutions. Our instruction incorporates many approaches: lecture and lab work, individual and group critiques, collaborations with other students in Integrated Media (Broadcasting, Video and Digital Photography) and over a dozen sponsored design projects for real clients. Internships are strongly recommended and often prepare students for immediate employment upon graduation. Students create several portfolios of their design work: a traditional print portfolio, a web-based portfolio and a PDF portfolio to send clients and prospective employers.

Projects include typography, editorial design, corporate identity programs, packaging design, multimedia presentations, Web site designs, illustrations, posters and brochures.

This two-year course of study in Integrated Media: Graphic Design is designed to meet transfer requirements for the Communication Design BFA program at the Pacific Northwest College of Art through a formal agreement with PNCA. Interested students should contact the IM: Graphic Design program adviser, Christina Maier for additional information.

First Quarter		Credits
IM178	Sound, Frame, Light	4
IM179	Digital Tools and Workflow	4
GD150	Principles of Graphic Design	5
WR121	English Composition	3

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Second Quarter		Credits
IM180	Digital Acquisition and Editing	4
IM190	Web Basics	4
GD151	Color, Composition and Typography	5
	Distribution requirement†	3

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Third Quarter

ART279	Integrated Media Survey	3
IM191	Web Design	4
GD152	Concept, Creativity and Unity	5
MTH65	Beginning Algebra II ¹	4

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Fourth Quarter

IM260	Professional Practice for Integrated Media	3
IM291	Integrated Media Practicum or WE280IMD Co-op Education Internship	4
GD250	Corporate Identity Systems	5
	Human Relations requirement†	3-4

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Fifth Quarter

IM282W	Integrated Media Focus: Web Applications or IM282B IM Focus: Broadcasting or IM282G IM Focus: Graphic Design or IM282P IM Focus: Digital Photography or IM282V IM Focus: Video ²	3
IM291	Integrated Media Practicum or WE280IMD Co-op Education Internship	4
GD251	Digital Publication Design	5
	Health and Physical Education requirement†	3

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Sixth Quarter

IM290	Integrated Media Portfolio	4
IM291	Integrated Media Practicum or WE280IMD Co-op Education Internship	4
GD252	Digital Media Studio	5
	Distribution requirement†	2

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¹ Students may not use demonstrated proficiency on the College Placement Test (CPT) to satisfy this requirement.

² Students may select any combination of these courses to total three credits.

† See page 10.

Transfer School Web link:

Pacific Northwest College of Art - www.pnca.edu/programs/bfa/majors/communication_design.php