Complete the information in the Proposed Catalog Entry section below. **Information should be entered exactly as it should appear in the catalog.**

**PART C: PROPOSED CATALOG ENTRY**

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| **Program Title:** | Graphic Design Certificate (one-year) |  |

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| **CAMPUS(ES):** | North Campus | **CIP:** | (ID number ex.47.0201) |  |
| **WEBPAGE:** | - | **Plan Code:** | (formerly EPC; CTC Link # ex. 703) |  |
| **DEGREES/CERTS:** | - | | |  |

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| **Program Description:** |  |  |  |  |  |  |  |
| The Graphic Design one-year certificate consists of 60 credits taken over 4 quarters.   Beginning with basic computer concepts, productivity and creative application skills, design theory and creative practice then moving to more advanced topics including marketing, branding, packaging, advertising design, this program prepares graduates for employment in creative agencies, in-house creative departments and freelance opportunities in Washington State.  Assuming no prior computer experience, students are introduced to computer literacy, operating systems, file management and Office productivity software.  Students then develop skills and techniques using the two most prevalent applications used in the graphic design field; Adobe Photoshop for image editing and Adobe Illustrator for vector-based design. Students learn design theory, creative rpactice and marketing then apply these principles to the fields of branding, packaging and advertising design in order to create compelling visual communications.  Throughout the program students will practice what they have learned by creating illustrations, corporate identities, advertising campaigns, marketing plans. | | | | | | | |
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| **Entrance Requirements?** | |  | | --- | |  | | No | |  | | --- | |  | | ✓ Yes (described below) |  | |  | |  |
| HS Diploma, GED or HS+ | | | | | |
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| **Industry Description?** | |  | | --- | |  | | No | |  | | --- | |  | | ✓ Yes (describe below) |  |  | |
| Demand for Graphic Designers is significantly above the national average in Washington State. Median incomes for these fields range from $63,003 for Graphic Designers and $150,051 for Web and Digital Interface Designers. See attached Lightcast Documentation. | | | | | | |
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| **Department Overview:** |  |  |  |  |  |  |  |
| The Digital Design department comprises three full time instructors at three locations on the North Campus. Currently the department offers a one-year certificate and a two-year associates degree in Graphic Design & Web Development. We are seeking to expand options to students to offer two additional specialized one-year certificates and two six-month mini certificates. These programs are all focused subsets of the two-year AAS degree. The one-year certificates are intended to allow students to specialize in either graphic design or web development and gain a greater depth of knowledge in a one-year period, while the mini-certificates are intended to offer specialized intermediate level certification. | | | | | | | |
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|  | **Program Level Outcomes List** |  |  |  |  |  |  |  | |
| **1** | Create illustrations, corporate identities, branding, marketing, advertising, product packaging, and other forms of visual messaging. | | | | | | | |
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| **2** | Use industry-standard graphic design applications at an advanced level. | | | | | | | |
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| **3** | Conceptualize and implement unique, targeted and appropriate strategies in marketing, advertising, and promotional materials in print and other media. | | | | | | | |
| **4** | Integrate an understanding of the fundamental elements of design to visually empower branding, marketing, advertising and product packaging materials | | | | | | | |
| **5** | Apply the principles of design in the conception, ideation, and creation of visual messaging. | | | | | | | |
| **6** | Develop customer-focused promotional materials through critical analysis of consumer data, focus groups, surveys, and other sources. | | | | | | | |
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| **7** | Utilize relevant tools and technology to create, reproduce, and distribute visual messaging. | | | | | | | |
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| **Related Instruction:** |  |  |  |  |  |  | |  | |
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| **Physical Requirements:** |  |  |  |  |  |  |  |

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