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 |  |

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| **CAMPUS(ES):** | North Campus | **CIP:** | (ID number ex.47.0201) |  |
| **WEBPAGE:** | None yet | **Plan Code:** | (formerly EPC; CTC Link # ex. 703) |  |
| **DEGREES/CERTS:** | This Certificate is a specialized subset of the two year AAS in Graphic Design & Web Development degree | | |  |

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| **Program Description:** |  |  |  |  |  |  |  |
| Recommended 250 words. | | | | | | | |
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| **Entrance Requirements?** | |  | | --- | |  | | No | |  | | --- | |  | | Yes (if yes, describe below) |  | |  | |  |
| (If applicable, enter Entrance Requirements) | | | | | |
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| **Industry Description?** | |  | | --- | |  | | No | |  | | --- | |  | | Yes (if yes, describe below) |  |  | |
| (If applicable, enter Industry Description) | | | | | | |
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| **Department Overview:** |  |  |  |  |  |  |  |
| Click or tap here to enter text. | | | | | | | |
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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 | | | | | | | |
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| **4** | Integrate an understanding of the fundamental elements of design to visually empower branding, marketing, advertising and product packaging materials | | | | | | | |
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| **5** | Apply the principles of design in the conception, ideation, and creation of visual messaging | | | | | | | |
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| **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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| **8** | (Enter PLO) | | | | | | | |
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| **Related Instruction:** |  |  |  |  |  |  | |  | |
| Insert any related instruction previously listed in the catalog | | | | | | |
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| **Physical Requirements:** |  |  |  |  |  |  |  |

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| Insert any physical requirement necessary for the program |  |
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