
Multimedia, Graphic Design & Illustration

Exceptional instruction in design. Personal training on Macintosh™ based computers. Courses in Adobe InDesign®, Illustrator®, Photoshop®, Dreamweaver™, Flash™, QuarkXPress®, and NewTek Lightwave™. Professional course work traditional illustration. An excellent education in the basics.

It's a demanding field, requiring talent, creativity, a desire to excel, and extensive training in technical skills. And the Multimedia, Graphic Design & Illustration Department at Arapahoe Community College offers the most comprehensive program for design and illustration students in Colorado.

The curriculum is challenging, and relevant to today's market needs. The faculty are all working professionals in their specialities. There is a strong emphasis on design fundamentals, with theory, conceptual work and practical application. The student receives a balanced, real-world education.

In addition, the program provides extensive training on Macintosh™ and Windows™ based computers, with the most popular page layout, illustration, web-page, and multi-media software used by professionals today. Students receive personalized instruction in the three computer labs, complete with the most up-to-date hardware and related peripherals. There is a design/illustration studio, a resource library, and a workroom for preparing artwork for presentation.

The department offers an Associate of Applied Science degree, a one-year Certificate in computer graphics, and a Professional Achievement Program. There are day and night-time classes. Full or part-time students (or those taking an occasional course to upgrade their skills) are welcome.

The Multimedia, Graphic Design & Illustration Department is located in the ACC Art and Design Center in downtown Littleton. It's a unique environment—five brick buildings clustered around sunny courtyards—offering students a relaxed, focused atmosphere in which to study and create; it's a real drawing card for prospective art and design students. Call the department at 303-797-5916 for more information, or for a tour of the facilities.

Multimedia, Graphic Design & Illustration

Associate of Applied Science Degree

This program prepares students for entry-level work in the field of print design with additional weight given to either illustration or web design. The curriculum consists of lecture and lab participation involving design theory, typography, production, advertising, and portfolio development. Training in the latest design software is emphasized throughout the degree. Restricted electives allow the student to further explore illustration, design for print, or electronic media.

Students entering this program can expect an additional cost of approximately \$1,600 for drawing and design materials, computer storage media, and color printing. Students should take the Major Courses in the sequence shown below, incorporating the English General Education component during the first term of study. Other General Education and Restricted Elective courses may be taken throughout the program and during the intervening summer term. All students taking courses in the program must take a placement exam that covers Macintosh operations and design software literacy to determine if an additional course, MGD 101, is needed before entering the program. Typing and basic math skills are highly recommended.

Major Courses	(39 credit hours)	Restricted Electives	(6 credit hours)
<input type="checkbox"/> MGD 103 Production Design	3	<i>Select 6 credit hours from the following:</i>	
<input type="checkbox"/> MGD 105 Typography & Layout	3	<input type="checkbox"/> MGD 102 Intro to Multimedia	3
<input type="checkbox"/> MGD 111 Adobe Photoshop I	3	<input type="checkbox"/> MGD 141 Web Design I	
<input type="checkbox"/> MGD 112 Adobe Illustrator I	3	(if not already taken as part of the core)	3
<input type="checkbox"/> MGD 113 QuarkXPress	3	<input type="checkbox"/> MGD 143 Motion Graphic Design I: Flash	3
<input type="checkbox"/> MGD 114 Adobe InDesign	3	<input type="checkbox"/> MGD 155 LightWave I	3
<input type="checkbox"/> MGD 117 Intro to Visual Communications	3	<input type="checkbox"/> MGD 208 Illustration II	3
<input type="checkbox"/> ART 121 Drawing I	3	<input type="checkbox"/> MGD 209 Illustration III	3
<input type="checkbox"/> MGD 133 Graphic Design I		<input type="checkbox"/> MGD 210 Illustration IV	3
OR		<input type="checkbox"/> MGD 211 Photoshop II	3
<input type="checkbox"/> ART 131 Design I	3	<input type="checkbox"/> MGD 212 Illustrator II	3
<input type="checkbox"/> MGD 256 Graphic Design Production	3	<input type="checkbox"/> MGD 280 Internship	3
<input type="checkbox"/> MGD 141 Web Design I		<input type="checkbox"/> MGD 287 Cooperative Education	3
OR		<input type="checkbox"/> CWB 110 Complete Web Authoring	3
<input type="checkbox"/> MGD 207 Illustration I		<input type="checkbox"/> JOU 215 Publications Production and Design	3
OR		<input type="checkbox"/> MAR 220 Principles of Advertising	3
<input type="checkbox"/> ART 122 Drawing II	3		
<input type="checkbox"/> MGD 260 Graphic Design Production II	3	Total	60
<input type="checkbox"/> MGD 289 Capstone	3		
General Education Courses	(15 credit hours)		
<input type="checkbox"/> ENG 121 English Composition I			
OR			
<input type="checkbox"/> ENG 131 Technical Writing I	3		
<input type="checkbox"/> SPE 115 Public Speaking			
OR			
<input type="checkbox"/> SPE 125 Interpersonal Communication			
OR			
<input type="checkbox"/> SPE 225 Organizational Communication	3		
<input type="checkbox"/> PSY 101 General Psychology			
OR			
<input type="checkbox"/> SOC 101 Intro to Sociology	3		
<input type="checkbox"/> ART 110 Art Appreciation			
OR			
<input type="checkbox"/> ART 111 Art History I			
OR			
<input type="checkbox"/> ART 112 Art History II	3		
<input type="checkbox"/> One more of the above of your choice (not already taken)	3		

Computer Graphics Certificate

This certificate prepares students for entry-level positions in desktop publishing, production for print or electronic design, typesetting, and for technical jobs in service bureaus and printing companies. Students who wish to pursue a career in design are urged to obtain the Associate of Applied Science Degree in Multimedia, Graphic Design and Illustration. If students choose to continue their education, all of the classes in the Certificate can be applied to the Associate Degree. All students taking courses in the program must take a placement exam that covers Macintosh operations and design software literacy to determine if an additional course, MGD 101, is needed before entering the program. Typing and basic math skills are highly recommended.

Please note that the Major Courses are listed in the order in which they should be taken.

Major Courses	(24 credit hours)	Restricted Electives	(6 credit hours)
<input type="checkbox"/> MGD 105	3	Select 6 credit hours from the following:	
<input type="checkbox"/> MGD 133	3	<input type="checkbox"/> MGD 102	3
		<input type="checkbox"/> MGD 117	3
		<input type="checkbox"/> MGD 141	3
<input type="checkbox"/> ART 131	3	<input type="checkbox"/> MGD 143	3
<input type="checkbox"/> MGD 103	3	<input type="checkbox"/> MGD 155	3
<input type="checkbox"/> MGD 112	3	<input type="checkbox"/> MGD 211	3
<input type="checkbox"/> MGD 113	3	<input type="checkbox"/> MGD 212	3
<input type="checkbox"/> MGD 114	3	<input type="checkbox"/> MGD 260	3
<input type="checkbox"/> MGD 111	3	<input type="checkbox"/> MGD 280	3
<input type="checkbox"/> MGD 256	3	<input type="checkbox"/> MGD 287	3
		<input type="checkbox"/> MGD 289	3
		Total	30

Professional Achievement Program

The professional world of graphic design is filled with daily challenges and changing technologies. Our Professional Achievement Program responds to working adults' needs for convenient, short-term educational programs—teaching concepts that you can use on the job immediately. These are no-nonsense, high impact, application-oriented experiences designed by professional practitioners.

For graphic designers, illustrators, desktop publishers, animators, multimedia or web page designers who wish to become proficient in the field's most widely used software. Any three of the following courses constitute as Computer Graphics Professional Series. Participants may earn two Professional Achievement certificates by completing six of the courses listed below.

<input type="checkbox"/> MGD 101	3	<input type="checkbox"/> MGD 141	3
<input type="checkbox"/> MGD 111	3	<input type="checkbox"/> MGD 143	3
<input type="checkbox"/> MGD 112	3	<input type="checkbox"/> MGD 155	3
<input type="checkbox"/> MGD 113	3		

Graphic Design & Illustration

STUDENT GUIDE FOR COURSE SEQUENCE

Associate of Applied Science Degree

The Multimedia, Graphic Design & Illustration Program may be started during any semester of the year on a full-time or part-time basis. Many design courses alternate between day and night availability each semester. General Education courses and Art electives should be taken when you are unable to schedule core classes.

Fifteen credit hours is a normal full-time schedule. The 60 credit degree can therefore be completed in four terms. You may also elect to take the majority of General Education courses during the intervening summer semester, which frees up the last term to further focus on professional portfolio development and to possibly take an internship.

Be aware that some types of financial aid/scholarships require a minimum number of credit hours per semester. Check with your financial aid advisor to see if you need to comply.

Five MGD and ART courses are prerequisites or corequisites for more upper-level courses, and should be taken as early as possible in your course of study at ACC. They are as follows:

MGD 101 Intro to Computer Graphics
(waived if you pass the entrance exam)
MGD 105 Typography & Layout
ART 121 Drawing I
ART 131 Design I
MGD 103 Production Design
(recommended during the 2nd term)

Following is the recommended sequence of courses, by semester, for a full-time student:

SEMESTER #1 (FALL) 15 CREDITS MGD 105 Typography & Layout ART 121 Drawing I ART 131 Design I General Education Elective General Education Elective	SEMESTER #2 (SPRING) 15 CREDITS MGD 103 Production Design MGD 112 Adobe Illustrator I MGD 113 QuarkXPress MGD 117 Intro to Visual Comm. MGD 256 Graphic Design Production	(SUMMER)
SEMESTER #3 (FALL) 15 CREDITS MGD 111 Adobe Photoshop MGD 114 Adobe InDesign MGD 141 Web Design I OR MGD 207 Illustration I MGD 260 Graphic Design Production II Restricted Elective	SEMESTER #4 (SPRING) 15 CREDITS MGD 289 Capstone Restricted Elective 9 credit hours of General Education <i>(The above general education credits could also be taken during the intervening summer term.)</i>	<i>Please make an appointment with the Multimedia, Graphic Design & Illustration department to discuss your particular scheduling questions.</i> Phone: 303-797-5865 E-mail: tom.demoulin@arapahoe.edu

~SPECTRUM~

STUDENT SHOW & PORTFOLIO REVIEW

Spectrum is the annual student show presented by the Multimedia, Graphic Design & Illustration department. It is a combination of the best student work created within the past twelve months and the portfolio items that graduating students will present to potential employers. It should be noted that this Gallery Exhibit is actually two shows in one. One half serves as the Portfolio Show, for students who are nearing graduation and participating in the Capstone class, and the other half is for any student enrolled in the program who is producing exceptional work in any of the classes we offer. All "student" work is judged by an independent team of judges who pick the best work in various categories. Another panel of judges and reviewers are recruited for giving advice to graduating students preparing for the workforce.

Spectrum is hosted by the Colorado Gallery of the Arts, located in the annex of the Arapahoe Community College main building, during the final weeks of the Spring semester. An annual student competition determines the design of the announcements which are mailed to individuals, community members and design businesses throughout the greater Denver metropolitan area.

Expert Advice on the Field of Graphic Design

The Field

Graphic design. When you hand people your business card, you are handing them a portrait of your personality mixed with what you want and what you can do. Getting the message across in style is what graphic designing is all about. It is a balancing act between not overpowering the message with illustration fireworks and being dull and boring. Therefore, this profession entails the trappings of artist, production technician and business person.

Paying Your Dues

A bachelor's degree is not required to become a graphic designer, but about two-thirds go to college, usually majoring in product design, art, or art history. Graphic designers must have talent and an understanding of the business world, including issues of finance and production, and should be familiar with computer software programs such as QuarkXPress™, Adobe Photoshop™, Adobe Illustrator™, and other painting and graphic design tools.

Graphic designers must be able to work in a variety of media and meet deadlines, sizing limits, and financial restrictions, especially those who wish to work as a freelance graphic designers rather than in-house salaried designers. Basic preprofessional coursework should include design, drawing, computer artwork, and specific knowledge (for example, anatomy for medical graphic designers) relating to any area of specialization. Professionals must assemble a working portfolio to approach companies for work of any scale.

For those who wish to pursue farther study, over 100 schools offer accredited graphic design programs, according to the National Association of Schools of Art and Design, and each of them addresses issues of the working life of the graphic designer along with issues of design. What is essential in this education is minoring in business. This provides training in cost realities, time management and overall efficiency.

Desirable Personality Traits

- Excellent oral and written communication skills
 - Eye-hand coordination for using computers; manual and finger dexterity for working with other forms of media
 - Ability to see differences in shapes, objects, words, numbers and to see how objects fit together to form a whole
 - Ability to see differences in colors and shades of colors
 - Excellent numerical reasoning abilities; ability to do mathematical calculations
 - Ability to move from one task to another often using a variety of skills
 - Ability to accept responsibility and give direction to others
 - Ability to relate to others and work together with them
 - Ability to use past experience or knowledge to solve problems or make decisions
 - Willingness to work using exact instructions and exercising little, if any, personal judgment
 - Ability to see and correct errors in printed and on-screen materials
 - Ability to analyze data and find new ways to do accomplish goals
 - Ability to respond to requests, give directions, and answer questions
 - Ability to operate, repair, and/or adjust equipment or machinery
 - Willingness to explain ideas or feelings to others effectively
 - An ability to express feelings or ideas through various visual presentations
 - Ability to research or collect information and organize it
 - An interest in analyzing data or keeping track of a lot of ideas or projects at the same time
 - A knowledge of computers and various software programs to publish graphic presentations
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JOB MARKET IN THE FIELD OF GRAPHIC DESIGN

Graphic Artists and Designers

Design and create commercial artwork for corporations, retail stores, advertising and publishing firms. They may work for themselves, as consultants, in design companies with many artists and craftspeople, or in advertising agencies. Their work may encompass the whole design process from concept creation to preparing camera-ready (for-the-printer) material, or it may focus on one part of the total process. Computerization has revolutionized this industry in the last decade. This career changes as quickly as does the computer industry itself. Most graphic artists and designers now rarely use the simple hand tools such as die markers, pencils, and brushes of recent history. Instead, they use computers, with a growing array of support equipment and software available to the trade. With this equipment, designers can more easily lay out and test different ideas for format, design, and color before producing the final product.

Graphic designers may create packaging and promotional displays for new products, the visual design for an annual report, graphs and charts for business presentations, brochures, letterhead, and/or business logos. Some may lay out and design magazines, newspapers and other publications.

Illustrators create pictures for books, magazines and stationery. Medical and scientific illustrators create pictures of the human body and its parts, animals, plants, patient care techniques, to illustrate medical/scientific textbooks, slide presentations, and exhibits. Fashion artists illustrate clothing designs for newspapers, magazines, and store catalogues.

Current Employment:

Currently there are no figures on Graphic artists and Designers statewide. Nationwide, designers hold about 196,400 jobs; about 45% are self-employed or work on a contractual basis.

Income:

Statewide: Because competition is intense and most lack experience, beginning graphic artists and designers sometimes take jobs doing paste-up and other

assisting work for minimum wage or a little more. However interns employed by the state of Colorado make \$19,055 to \$25,515/yr. Beyond the intern level, beginning wage is about \$21,000 to \$28,130/yr. With experience, earnings range up to about \$53,000/yr.

Graphic artists who plan and direct the graphic aspects of advertisements, brochures, catalog sheets, etc. make about \$24,825 to \$48,500/yr. Average annual salary in Denver/Boulder and along the Front Range is about \$35,825. In Colorado Springs, the average is less, at \$28,880, and in Northern Colorado it is higher at \$34,770.

Nationwide: Most make about \$24,000 to \$44,000/yr. According to the Occupational Employment Statistics survey, done by the Bureau of Labor Statistics, the average annual salary for designers is around \$33,790/yr. Those who are willing to relocate to other geographic areas will fare best in finding good paying jobs.

Outlook:

Although there is demand for graphic artists, an schools typically graduate more students than the market can absorb. Those with good computer graphics skills have an advantage. Once designers break into the field and gain experience, the outlook is very good.

Nationwide, this occupation is expected to increase employment numbers by 25% from the year 2002 to 2010. However, there is always an oversupply of applicants for graphic artist positions and competition will continue to be keen. Prospects are best in advertising and television centers and metropolitan areas such as Los Angeles, New York, Chicago, Dallas, Boston, San Francisco, and Houston. The need for graphic artists is also affected by national economic trends, particularly advertising expenditures.

JOB MARKET IN THE FIELD OF GRAPHIC DESIGN

Desktop Publishers

Using computer software, desktop publishers format and combine text, numerical data, photographs, charts, and other visual graphic elements to produce publication-ready material. Depending on the nature of a particular project, desktop publishers may write and edit text, create graphics to accompany text, convert photographs and drawings into digital images and then manipulate those images, design page layouts, create proposals, develop presentations and advertising campaigns, typeset and do color separation, and translate electronic information onto film or other traditional forms. Materials produced by desktop publishers include books, business cards, calendars, magazines, newsletters and newspapers, packaging, slides, and tickets. As companies have brought the production of marketing, promotional, and other kinds of materials in-house, they increasingly have employed people who can produce such materials. Some people use desktop publishing extensively on the job but have job titles such as art director, publications specialist, editor, electronic publishing specialist, graphic designer, and technical writer.

Current Employment:

Nationwide, there are an estimated 30,000 desktop publishing specialists.

Income:

Many are self-employed. They enjoy the benefits of determining their own schedules and work loads and making all business decisions. Also, they may have higher earnings than those who work for other companies. Self-employed desktop publishers charge per camera-ready page of straight formatted type. For camera-ready with illustrations, photos, maps, etc. the rate is higher. Earnings average around \$20 to \$40/hour depending on the complexity of the formatting job and the worker's ability/speed. Desktop publishers can charge considerably more for oversize pages with artwork. However, like other small business owners, they must make their own Social Security

payments and provide their own health, retirement, and insurance benefits. Those who work for companies often receive benefits such as health and life insurance, retirement plans, and paid vacations. The following earnings information applies to desktop publishers employed by government and businesses.

Statewide:

Surveys of Colorado desktop publishers show an earnings range of about \$19,000 to \$38,000/year. Following are some regional average earnings figures.

- +Front Range \$29,000
- +Metro Denver \$30,000
- +Colorado Springs \$25,000

Nationwide:

According to the Occupational Employment Statistic, earnings for desktop publishers vary according to level of experience, training, location, and size of firm. Median annual earnings of desktop publishers were \$30,600 in 2001. The middle 50% earned between \$22,890 and \$40,210. The lowest 10% earned less than \$17,800, and the highest 10% earned more than \$50,920/year.

Outlook:

The job market is very competitive. Anyone able to use a desktop publishing software program and buy the necessary equipment can set up a desktop publishing business at home or in some other office space. Companies that use desktop publishers often train employees they already have to use the software they have chosen and do not advertise outside the company. However, since there is a lot of desktop publishing activity in Colorado, there are opportunities for employment. Desktop publishers with the most favorable prospects are those who can use a variety of software programs, who are fast and accurate, and who have a good artistic sense.

Nationwide, this occupation is expected to grow much faster than average. Page layout and design is now commonly computerized and requires the work of desktop publishers.
