



## Graphics Technology

<b>Organization</b>	<b>Washburn Institute of Technology</b>
<b>Program Number</b>	<b>10.0305</b>
<b>Instructional Level</b>	<b>Certificate</b>
<b>Target Population</b>	<b>Grades 11 &amp; 12; Post-secondary</b>

### Description

This program is designed to give students knowledge of the graphics industry. Students will study the basics of imaging software through instruction, projects and internship opportunities. Printing basics will be learned through study of basic print components and how they apply to graphics and imaging. The students are instructed on how graphics, imaging and print work together to provide entry level skills for employment in the graphics industry.

### Entry Requirements

Keyboarding skills and general computer knowledge are required. Prospective students must pass the general entrance assessment, WorkKeys®, at a Level 4 in Applied Math and Reading.

***Due to the popularity of this program, applicants must go through a competitive enrollment process. Please talk with a Washburn Tech recruiter for details.***

### Assessment Plan

Assessment is an integral part of the educational process at Washburn Tech and accurate feedback is an important tool in continuously improving the institution's technical programs. Students can expect to participate in assessment activities prior to entry into programs, within specific courses and following program completion for specific fields of study.

### Student Learning Outcomes

- A. Communicate effectively.
- B. Integrate technology.
- C. Learn effectively - use academics effectively.
- D. Demonstrate cooperative/teamwork skills.
- E. Apply safety.
- F. Think critically and creatively.
- G. Demonstrate responsible work ethics.

### Program Outcomes

- 1. Use design software to industry standards.
- 2. Demonstrate the ability to read and follow instructions successfully.
- 3. Identify the appropriate type size, layout and document size for a given job.
- 4. Understand the difference between vector and raster images and execute

- properly.
5. Identify and demonstrate appropriate use of color and composition.
6. Use the computer and flash drive to manage and store documents properly.
7. Demonstrate the ability to correctly prepare print and digital files for production.
8. Utilize tracer system and scheduling software to successfully manage time and project deadlines.
9. Work with external clients and acquire information necessary to produce job to client's specifications and needs.
10. Discuss the graphics industry which includes graphic design, imaging and digital printing and how they work together.
11. Successfully develop resume as well as digital & physical portfolios for use in job acquisition.

## Grading

All assignments and projects are given a due date for submission. Tutorials and assignments will receive 50% of the total grade if turned in after the due date. Client projects will receive 0% of the total grade if turned in after the due date.

Course #	Course Title	Credit Hours	Required
GRP110	Graphic Design I	4	Yes
GRP133	Page Layout	4	Yes
GRP121	Color Composition	4	Yes
GRP141	Graphic Design II	4	Yes
GRP153	Vector Based Graphics	4	Yes
GRP163	Digital Printing	4	Yes
GRP233	Graphic Design III	5	Yes
GRP244	Raster Based Graphics	5	Yes
GRP241	Paper & Bindery	2	Yes
GRP248	Graphic Design IV	5	Yes
GRP254	Production Graphics	4	Yes
GRP258	Portfolio Preparation	3	Yes

## Program Course Descriptions

### GRP110 Graphic Design I (4 credits)

The purpose of this course is to summarize the role served by graphic communications in a technological society and to identify the basic functions of the industry. This course also covers the fundamental principles and elements of design and general layout principles used by graphic designers in the production of visual images. This course introduces students to design software such as Adobe Indesign.

### GRP133 Page Layout I (4 credits)

This course will teach composition techniques and procedures utilizing page layout software such as Adobe Indesign. The student will explore formatting, alignment, spacing, breaks, tabs, tables, lists, drop caps, margins, columns, and become familiar with typographic details. They will also apply page layout techniques to create balanced and professionally designed materials.

### **GRP121      Color Composition (4 credits)**

This course will introduce the use of color and composition as they relate to imaging rules of creative element placement and design of an image. Students will learn the psychology of color and how color can affect the message of the design.

### **GRP141      Graphic Design II (4 credits)**

This course covers the intermediate principles and elements of design and general layout principles used by graphic designers in the production of visual images. This course will give students the opportunity to work within groups and begin development of skills used when working with clients. This course continues with intermediate skills in design software such as Adobe Indesign, Adobe Illustrator and Adobe Photoshop.

### **GRP153      Vector Based Graphics (4 credits)**

A study and use of vector graphics for production. Skill development in the use of the tools and transformation options of Adobe Illustrator to create complex vector illustrations for print and web-based media. Mastery in manipulation of both text and graphics with emphasis on the use of the pen tool as well as the correct use and management of different color modes.

### **GRP163      Digital Printing (3 credits)**

Principles of digital imaging technology and the different types of equipment and methods involved in electronic image capture are learned in this course. Students also learn how to prepare digital design and imaging files for successful output. This course will teach proper workflow techniques from file generation to print production. Emphasis is placed on troubleshooting and managing files as well as determining proper file structure based on the required output.

### **GRP233      Graphic Design III (5 credits)**

This course covers the advanced principles and elements of design and layout principles used by graphic designers in the production of visual images. The projects will become directed more toward working with clients and workplace skills. Students learn to evaluate the project and determine appropriate timeline and tools needed to accomplish the task. Students also learn how to manage multiple projects and deadlines successfully. The students will be given the opportunity to begin working with clients either in person or online. This course continues with advanced skills in design software such as Adobe Indesign, Adobe Illustrator and Adobe Photoshop.

### **GRP244      Raster Based Graphics (5 credits)**

This course will teach image composition techniques and procedures utilizing raster graphics software such as Adobe Photoshop. Focus on software tools and techniques to capture, correct, create and combine images for print and web. Topics include input devices, resolution, tone and color correction, retouching, painting, drawing, image manipulation, compositing, automation, graphic formats, design and reproduction considerations.

### **GRP241      Paper & Bindery (2 credits)**

This course covers the different types of paper and other substrates used for printing in the graphics industry. The course also covers various finishing methods and binding techniques.

### **GRP248      Graphic Design IV (5 credits)**

Students who have met grade and attendance requirements will work directly with clients. Students will advance the skills learned in Graphic Design III by further mastering the use of a tracer system and interview skills with clients to obtain information. This course continues to master skills in design software such as Adobe Indesign, Adobe Illustrator and Adobe Photoshop.

## **GRP254      Production Graphics (4 credits)**

This course will provide students with an on-the-job experience in a graphics setting. May include on campus virtual internship, job shadowing or off campus internship.

## **GRP258      Portfolio Preparation (3 credits)**

This course will cover business operations and job management techniques. Students will learn interview techniques, developing and preparing a resume, digital and physical portfolio, completing job applications, ethics, and teamwork. Students will also participate in mock interviews.

## **Disability**

The Americans with Disabilities Act (ADA) Office is responsible for assisting in arranging accommodations and for identifying resources at Washburn Institute of Technology for persons with disabilities. Qualified students with disabilities MUST self-identify by completing an application. In addition students must provide appropriate medical documentation to the ADA coordinator to be eligible for accommodations. New requests for accommodations should be submitted at least two months or more prior to the date the accommodations are needed. However, please contact the ADA office as soon as a need may arise. Depending on the accommodation request, four to eight weeks lead time may be needed for timely and effective provision of accommodations.

The ADA Office coordinates and assists in arranging accommodations it deems appropriate for eligible students on a case-by-case basis. If you are a student with a disability that may substantially limit your ability to participate in any of our classes and you believe that you will need accommodations, it is your responsibility to contact: ADA Coordinator, Phone: 785.670.3365, Email: [gloria.christian@washburn.edu](mailto:gloria.christian@washburn.edu). Washburn University [prohibits discrimination](#) on the basis of race, color, religion, age, national origin, ancestry, disability, sex, sexual orientation, gender identity, genetic information, veteran status, or marital or parental status. The following person has been designated to handle inquiries regarding the non-discrimination policies: Dr. Pamela Foster, Equal Opportunity Director/Title IX Coordinator, Washburn University, 1700 SW College Ave, Topeka, Kansas 66621, 785.670.1509, [eodirector@washburn.edu](mailto:eodirector@washburn.edu)