

GRAPHIC DESIGN, ASSOCIATE OF APPLIED SCIENCE (301)

About Our Program

This program is designed to provide entry-level job skills necessary for entrance in the graphic design field. Students learn the basics of typography, layout, and design using computer software. An emphasis is placed on the design process including communication, proofs, and presentation. A problem-solving approach is used and actual design projects are incorporated into the curriculum when appropriate.

Nature of Work and Employment

Areas of employment include graphic design, print media, illustration, electronic publishing, communications, entertainment, industry, and advertising. Many jobs in this field involve communication and marketing skills, as well as creative and technical abilities. As visual communication needs increase, this area will continue to grow. The tools used in this field have changed dramatically over the last 15 years as technology continues to change. Highland's computer lab is well-equipped, well-maintained, and up-to-date.

Special Considerations

Although this degree is not specifically intended for transfer students, many courses will transfer to senior institutions. Checking with the program faculty or a student advisor will help provide a smooth transfer. This degree includes general-education courses as well as some business and communications courses to help the student with work-related skills.

Requirements

First Semester		Hours
ART 113	Drawing I	3
ART 115	Two-Dimensional Design	3
ART 118	Graphic Design I ¹	3
Major Elective		3
Select one of the following:		3
BUSN 141	Business Communications ¹	
COMM 101	Technical Communications ¹	
ENGL 121	Rhetoric and Composition I ¹	
Hours		15
Second Semester		Hours
ART 114 or ART 116	Drawing II ¹ or Three-Dimensional Design	3
ART 218	Graphic Design II ¹	3
COMM 214 or ENGL 122	Bus/Tech Writing ¹ or Rhetoric and Composition II	3
SPCH 191	Fund of Speech Communication	3
Major Elective		3
Hours		15
Third Semester		Hours
ART 228	Graphic Design III ¹	3
Major Electives		6
General Education Elective		3
Select one of the following:		3
BUSN 125	Math of Business ¹	
higher math course		
Select one of the following:		2-3
PSY 160	Psychology of Human Relations	

PSY 161	Introduction to Psychology ¹	
Hours		17-18
Fourth Semester		Hours
ART 238	Graphic Design IV ¹	3
BUSN 246	Principles of Marketing ¹	3
BUSN 124	Introduction to Small Business ¹	3
Major Electives		6
General Education Elective		3
Select one of the following:		3
BUSN 143	Fundamentals of Retailing ¹	
BUSN 244	Principles of Advertising	
Hours		21
Total Hours		68-69

Major Electives

Code	Title	Hours
ART 110	Introduction to Art	3
ART 120	Life Drawing I ¹	3
ART 201	Intro Photography I	3
ART 202	Digital Image Edit w/Photoshop	3
ART 211	Painting I ¹	3
ART 212	Painting II ¹	3
ART 215	Art History I	3
ART 216	Art History II	3
ART 219	Modern Art	3
ART 260	Web Design Studio ¹	3
DRAF 105	Computer Aided Drafting I	3
INFT 137	Desktop Publishing ¹	3
INFT 202	Web Programming ¹	3
INFT 260	Computer Animation ¹	3
OFFT 161	Proofreading ¹	1
SPCH 293	Small Group Communications ¹	3
SPTP 101	Special Topics ¹	3

¹ Course has a prerequisite. See course description.

Program Outcomes

Graduates in the Graphic Design Program will be able to:

- Apply problem solving skills.
- Operate reliably as a member of a team.
- Demonstrate superior communication skills including verbal, written, and listening skills.
- Demonstrate the ability to brainstorm, think critically and conceptualize creative ideas.
- Execute technical skills necessary for production.
- Apply basic design principles to projects.

Program Contacts

Call Highland at 815-235-6121 for the following program contacts:

- Arthur Santoro, Art Faculty
- Vicki Schulz, Student Advisor/Transfer Coordinator
- Rae Schubach-Roe, Dean, Humanities, Social Sciences, and Fine Arts

Last updated: 2025-09-9 14:38:42