



1800 Bronson Blvd., Fennimore, WI 53809 | 608.822.3262 | Toll Free: 800.362.3322 | www.swtc.edu

Graphic & Web Design Program

Course Curriculum

Semester 01 (Tuition: \$2,630 Laptop Fee: \$725)

Course #	Course Title	Credits
10-201-101	Design Fundamentals	3
Credits: 3 Lecture Hours: 36 Lab Hours: 36		
Students apply the elements of art (line, texture, color, shape, and value). Students will investigate how these elements can be manipulated using various principles of design to achieve different effects. Basic color theory will be covered.		
10-201-124	Portfolio Introduction	1
Credits: 1 Lecture Hours: 18		
Students plan individual professional portfolios. They will write goal statements and understand the value of career goal setting. Students will identify work samples that should be included in a professional portfolio and begin resume design. Portfolios will be finalized in the final semester of the program.		
10-201-133	Photoshop	3
Credits: 3 Lecture Hours: 36 Lab Hours: 36		
This course introduces the learner to photo manipulation and enhancement using the industry leading Adobe Photoshop software. Course will also cover composition images, illustration, color correction, file formats, scanning, 3D objects, image quality and preparing images for print and web mediums. A working knowledge of computers is required for this course, including the ability to save and organize files. This course uses Macintosh computers; previous Macintosh experience is helpful but not necessary.		
10-201-134	Illustrator	3
Credits: 3 Lecture Hours: 36 Lab Hours: 36		
This course prepares the student to use Adobe's standard vector graphics software to create digital illustrations. The course will cover the basics of illustration as it relates to the digital environment. Students will turn out professional-looking graphics for web or print with Adobe Illustrator software. Through practical exercises, students become fluent in the premier program for line art, logos, vector graphics and quick page layout. A working knowledge of computers is required for this course, including the ability to save and organize files. This course uses Macintosh computers; previous Macintosh experience is helpful but not necessary.		
10-801-136	English Composition 1	3
Credits: 3 Lecture Hours: 54		
This course is designed for learners to develop knowledge and skills in all aspects of the writing process. Planning, organizing, writing, editing and revising are applied through a variety of activities. Students will analyze audience and purpose, use elements of research and format documents using standard guidelines. Individuals will develop critical reading skills through analysis of various written documents.		
10-804-123	Math with Business Applications * OR *	

Credits: 3 Lecture Hours: 54

Students use real numbers, basic operations, linear equations, proportions with one variable, percents, simple interest, compound interest, annuity, and apply math concepts to the purchasing/buying process, the selling process, and apply basic statistics to business/consumer applications.

10-804-133 Math & Logic 3

Credits: 3 Lecture Hours: 54

Students will apply mathematical problem solving techniques. Topics will include symbolic logic, sets, algebra, Boolean algebra, and number bases.

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Semester 02 (Tuition: \$2,960 Laptop Fee: \$725)

Course #	Course Title	Credits
10-152-116	HTML & CSS	3

Credits: 3 Lecture Hours: 36 Lab Hours: 36

Students will learn the fundamentals and techniques of developing websites using XHTML/CSS. Topics include common HTML tags, tables, linking, image manipulation, forms, and cascading style sheets (CSS). Topics include HTML 5 and CSS 3.

10-201-110 Pre-Press Management 3

Credits: 3 Lecture Hours: 36 Lab Hours: 36

Students develop skills and techniques that are necessary to perform before a project is printed to ensure the project's highest quality. Students will learn proofreading skills and techniques and how to apply color management. Students will learn and use Adobe Acrobat 9.0 to perform pre-press operations. Prerequisites: Illustrator (10-201-134)

10-201-135 InDesign 3

Credits: 3 Lecture Hours: 36 Lab Hours: 36

This course prepares the student to use Adobe's standard page layout software. Using Adobe InDesign, students will turn out professional-looking layouts for both print and web. Through practical exercises, students become fluent in constructing multi-page documents, master pages and digital publishing as well as tricks and time efficient techniques to keep work clean and professional. Prerequisites: Design Fundamentals (10-201-101) and Photoshop (10-201-133)

10-201-138 Typography 3

Credits: 3 Lecture Hours: 36 Lab Hours: 36

This course prepares the learner to learn the basics of identifying, choosing, and using typefaces. Students will classify type by families, interpret choices for legibility and readability and compare best practices for using type. This course will prepare students to design type and develop creative documents using type. This is a living plan. Topics may change as the tenor of this class commands.

10-201-142 Digital Marketing for Graphic Designers 3

Credits: 3 Lecture Hours: 54

This course focuses on how graphic designers can achieve marketing objectives using digital technologies and media. Students will gain an appreciation for current mobile marketing strategies and the importance of being adaptable with communication techniques. Students will learn how to develop relevant, appropriate content based on different media outlets. A focus on marketing analytics is included in this course.

10-801-196 Oral/Interpersonal Communication * OR *

Credits: 3 Lecture Hours: 54

Students demonstrate competency in speaking, verbal and nonverbal communication, and listening skills through individual presentations, group activities and other projects.

10-801-198 Speech 3

Credits: 3 Lecture Hours: 54

Students explore the fundamentals of effective oral presentations to small and large groups. Students demonstrate competency through topic selection, audience analysis, methods of organization, research, structuring evidence and support, delivery techniques, and other essential elements of speaking successfully, including the listening process.

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Semester 03 (Tuition: \$2,470 Laptop Fee: \$725)

Course #	Course Title	Credits
10-201-139	Web Page Design 1	3

Credits: 3 Lecture Hours: 36 Lab Hours: 36

Students develop skills that lay the foundation for producing web-ready communications: graphic design principles, storyboards, web development, shared project management skills such as interviewing and project scheduling, peer review, and redesign. Project activities focus on developing effective communications that can be deployed on the web. Students develop a variety of graphical images, an electronic portfolio, and a client website. Projects are accomplished using Dreamweaver and other Adobe Software. Prerequisites: Photoshop (10-201-133) and HTML & CSS (10-152-116)

10-201-143 Beginning WordPress 2

Credits: 2 Lecture Hours: 18 Lab Hours: 36

WordPress is one of the most popular and fastest growing open source content management systems available today. This course provides an introduction to WordPress for building and managing websites. Students will learn the differences between WordPress.com and WordPress.org. In addition, students will learn how to install WordPress, use a theme and plugins, and how to add and manage content. Prerequisites: HTML & CSS (10-152-116)

10-201-144 Freelancing for Creatives 1

Credits: 1 Lecture Hours: 18

Nearly every type of design service needed by most businesses could be provided by a freelancer, including marketing, publicity, advertising, web programming, and other creative works performed by a graphic designer. In this course students will learn what it takes to be a freelancer: finding work, setting budgets, creating contracts, and other money-related issues.

10-201-145 Motion Design 3

Credits: 3 Lecture Hours: 36 Lab Hours: 36

This course teaches students how to use Adobe After Effects and other software to create various multimedia elements including video, audio, and basic animation. Students will create projects and learn how to incorporate these elements into various forms of digital mediums. Prerequisites: Illustrator (10-201-134)

10-203-131 Introduction to Digital Photography 3

Credits: 3 Lecture Hours: 36 Lab Hours: 36

Students will explore the operations of a digital camera and explore photography as an artform. Students will develop habits for professional work, and create a wide range of images for portfolio-quality production. Students will develop knowledge and understanding of the digital camera, the fundamentals to stronger

photographs, and basic photo editing. This is a living plan. Topics may change as the tenor of this class commands.

10-809-172 Introduction to Diversity Studies 3

Credits: 3 Lecture Hours: 54

Students draw from several disciplines to reaffirm the basic American values of justice and equality by learning a basic vocabulary, a history of immigration and conquest, principles of transcultural communication, legal liability and the value of aesthetic production to increase the probability of respectful encounters among people. In addition to an analysis of majority/minority relations in a multicultural context, the topics of ageism, sexism, gender differences, sexual orientation, the disabled and the American Disability Act (ADA) are explored. Ethnic relations are studied in global and comparative perspectives.

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Semester 04 (Tuition: \$2,790 Laptop Fee: \$725)

Course #	Course Title	Credits
10-201-140	Web Page Design 2	3

Credits: 3 Lecture Hours: 36 Lab Hours: 36

This course will focus on more advanced website design and development skills. Students will learn the importance of responsive design and gain hands-on experience in producing responsive websites for computer, tablet and mobile devices. Students will use advanced features in Dreamweaver and are exposed to content management systems like Word Press. Prerequisites: Web Page Design 1 (10-201-139)

10-201-141 Professional Portfolio Assessment 2

Credits: 2 Lecture Hours: 18 Lab Hours: 36

Students will complete professional portfolios containing examples of their work that demonstrate competency as a graphic/web designer. Resumes will be completed and students will practice job search and interview skills. Students will role-play in a mock interview utilizing their portfolios and demonstrating competence of what was learned. Prerequisites: Illustrator (10-201-134) and InDesign (10-201-135) Corequisites: Web Page Design 2 (10-201-140)

10-201-146 Digital Video Concepts 3

Credits: 3 Lecture Hours: 36 Lab Hours: 36

This course teaches students about fundamental video concepts and editing, while reinforcing motion design and digital marketing. Focus will be on industry standard editing software to create video using production editing techniques in lighting, sound, and effects. Students will gain hands-on experience with video editing and post-production techniques, enabling them to create professional quality videos. Prerequisites: Motion Design (10-201-145)

10-801-197 Technical Reporting 3

Credits: 3 Lecture Hours: 54

Students prepare and present oral and written technical reports. Students create, but are not limited to the following reports: lab and field reports, proposals, technical letters and memos, technical research reports, case studies, and oral technical presentations. Students enroll in this advanced communication course after having completed at least the prerequisite introductory writing course.

10-809-199 Psychology of Human Relations 3

Credits: 3 Lecture Hours: 54

Students explore the relationship between the general principles of psychology and our everyday lives. Students

are given the opportunity to achieve a deepened sense of awareness of themselves and others. This understanding enables students to improve their relationship with others at work, in the family, and in society.

10-201-128 Internship/Field Study * OR *

Credits: 3 Lecture Hours: 0 Occupational Hours: 216

Students obtain on-the-job experience in a web and/or graphic design department. Students work in an area focusing on web and/or graphic design. Internships comprise realistic work situations required by an entry-level web/graphic designer.

10-201-128 Internship/Field Study * OR *

Credits: 3 Lecture Hours: 0

Students obtain on-the-job experience in a web and/or graphic design department. Students work in an area focusing on web and/or graphic design. Internships comprise realistic work situations required by an entry-level web/graphic designer. Prerequisites: HTML & CSS (10-152-116) Illustrator (10-201-134) InDesign (10-201-135) Typography (10-201-138) Co-requisite: Web Page Design 2 (10-201-140)

10-201-129 Graphic and Web Design Projects 3

Credits: 3 Lecture Hours: 0 Lab Hours: 108

This is a project-based course where students will apply marketing concepts to brand a product or service across various mediums. Students will develop a consistent brand for a product or service that is carried through on various design projects: logo, business card, product guide, packaging, and mobile app. The students will participate in a final presentation where they pitch their ideas and prototypes to a fictitious development team. Prerequisites: Design Fundamentals (10-201-101) Illustrator (10-201-134) InDesign (10-201-135) Co-requisite: Web Page Design 2 (10-201-140)

10-201-128 Internship/Field Study * OR *

Credits: 3 Lecture Hours: 0 Occupational Hours: 216

Students obtain on-the-job experience in a web and/or graphic design department. Students work in an area focusing on web and/or graphic design. Internships comprise realistic work situations required by an entry-level web/graphic designer.

10-201-128 Internship/Field Study * OR *

Credits: 3 Lecture Hours: 0

Students obtain on-the-job experience in a web and/or graphic design department. Students work in an area focusing on web and/or graphic design. Internships comprise realistic work situations required by an entry-level web/graphic designer. Prerequisites: HTML & CSS (10-152-116), Illustrator (10-201-134), InDesign (10-201-135), and Typography (10-201-138)

10-201-129 Graphic and Web Design Projects 3

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Total Credits: 69

Estimated Total Tuition*: \$10,850

Additional cost of laptop fees \$2,900 ([see details](#)).