

**Program Number 10-201-2**  
**Associate Degree of Applied Science • Four Terms**

**ABOUT THE PROGRAM**

Have you been told you have creative and visualization skills? Do you enjoy analyzing design decisions and often think it could have been done better? If you are attracted to the design elements of color, type, shape, illustration, and layout, then creating web sites and print-ready design solutions can be a very satisfying career choice. Graphic and web designers often thrive on competition and creative license; however, they must constantly adapt to the best solutions for the client. This field can draw out your creative talents and expand your business and marketing expertise. A minimum keyboarding skill of 25 wpm is recommended.

**PROGRAM OUTCOMES**

- Apply the principles of design to develop strategic marketing and communication products and services.
- Demonstrate proficiency in the use of design software, tools, and technology.
- Implement creative solutions from concept through completion using a formal process.
- Apply effective legal and ethical business practices and project management skills.
- Communicate artwork rationale in formal and informal settings.

**CAREER AND EDUCATION ADVANCEMENT OPPORTUNITIES**

Lakeshore credits transfer to over 30 universities. For more information visit [lakeshore.edu/future-students/transfer](http://lakeshore.edu/future-students/transfer).

**ADMISSIONS AND FIRST SEMESTER ENROLLMENT STEPS**

- Submit online application.
  - Complete the online Student Success Questionnaire.
  - Complete Get Started at Lakeshore appointment.
- \*Submit high school transcripts, college transcripts, and test scores (optional, highly recommended). Official transcripts will be needed for transferring college credit(s) and for financial aid purposes.*

**ACADEMIC PREPAREDNESS/FUTURE SEMESTER ENROLLMENT STEPS**

If applicable, complete program-specific academic preparedness requirements and enrollment steps prior to enrolling in occupational or core courses. Students will be notified if there is a program waitlist. View the college's program webpage for details: <https://lakeshore.edu/programs-and-courses/career-areas/marketing-sales-service/graphic-and-web-design>.

**APPROXIMATE COSTS**

\$157.45 per credit tuition (WI resident) plus \$9.45 per credit student activity fee. Material fee varies depending on course. Other fees vary by program. Visit <https://lakeshore.edu/paying-for-college/tuition-and-fees> for details.

**FINANCIAL AID**

This program is eligible for financial aid. Visit [lakeshore.edu/Financial-Aid](http://lakeshore.edu/Financial-Aid) or talk with your College Recruiter about how to apply for aid.

**SPECIAL NOTES**

- Adobe Creative Cloud software is required for this program. Student discount prices are available.
- Students will be required to purchase online subscriptions over the course of the program. The approximate cost is \$100.
- Accelerate your learning, earn credit for what you know, and get personalized support to reach your goals. The full CBE definition may be found at [lakeshore.edu/CBE](http://lakeshore.edu/CBE).

**CONTACT**

Lakeshore College Recruiter  
920.693.1366 • [Recruitment@lakeshore.edu](mailto:Recruitment@lakeshore.edu)

| Catalog No. | Class Title | Credit(s) |
|-------------|-------------|-----------|
|-------------|-------------|-----------|

**Term 1**

|          |                          |           |
|----------|--------------------------|-----------|
| 10201101 | Design Fundamentals      | 3         |
| 10201108 | Photoshop*               | 3         |
| 10201109 | Illustration*            | 3         |
| 10801136 | English Composition 1    | 3         |
| 10104102 | Principles of Marketing* | 3         |
|          |                          | <b>15</b> |

**Term 2**

|          |                                  |           |
|----------|----------------------------------|-----------|
| 10103121 | Excel - Level 1*                 | 1         |
| 10103191 | Word - Level 1*                  | 1         |
| 10152233 | Introduction to Web Development* | 3         |
| 10201110 | InDesign*                        | 3         |
| 10201114 | Typography*                      | 2         |
| 10201202 | Digital Photography*             | 3         |
| 10809198 | Introduction to Psychology       | 3         |
|          |                                  | <b>16</b> |

**Term 3**

|          |                                                                            |           |
|----------|----------------------------------------------------------------------------|-----------|
| 10152122 | Multimedia Concepts*                                                       | 3         |
| 10201117 | Career Essentials*                                                         | 2         |
| 10201173 | Website Development Advanced*                                              | 3         |
| 10801196 | Oral/Interpersonal Communication                                           | 3         |
| 10809196 | Introduction to Sociology OR 10809172<br>Introduction to Diversity Studies | 3         |
|          |                                                                            | <b>14</b> |

**Term 4**

|          |                                         |           |
|----------|-----------------------------------------|-----------|
| 10104125 | Social Media Strategy*                  | 3         |
| 10201103 | Advanced Computer Graphics              | 3         |
| 10201203 | Design Workflow and Project Management* | 3         |
| 10201113 | Print Design and Publication*           | 3         |
| 10804189 | Introductory Statistics                 | 3         |
|          |                                         | <b>15</b> |

**TOTAL 60**

\*CBE delivery only

*Curriculum and program acceptance requirements are subject to change.  
Program start dates vary; check with your Academic Counselor for details.  
The tuition and fees are approximate based on 2026-2027 rates and are  
subject to change prior to the start of the academic year.*

**ADVANCED COMPUTER GRAPHICS**...provides the learner with enhanced knowledge and skill in the use of design, illustration, and page layout software through the creation of a variety of design projects. Emphasis is on original, strong images and type integration, as well as preparing files for press. Students must participate in the spring portfolio show. **PREREQUISITES:** 10201173 Website Development Adv and 10201101 Design Fundamentals and **COREQUISITE:** 10201113 Print Design and Publication and **CONDITION:** 102012 Graphic and Web Design admission reqs met

**CAREER ESSENTIALS**...will teach learners how to create effective career documents for a job search in the graphic and web design field including resume, cover letter, personal brand assets, and digital portfolio. Learners will be introduced to interview skills, career path options, and goal setting for a job search. Learners will also examine freelance resources and business entrepreneurship.

**DESIGN FUNDAMENTALS**...introduces the learner to the Elements of Art for graphic design. Learners will investigate how these can be utilized in the Principles of Design to achieve an array of effects for print and web media. Basic color theory, historic design eras, emerging design media, and various occupations in graphic and web design will be covered.

**DESIGN WORKFLOW AND PROJECT MANAGEMENT**...prepares students to manage graphic and web design projects from concept to final delivery using structured workflows and ethical practices. Students will plan projects, manage time and resources, organize assets, and communicate professionally. Emphasis is on producing professional-quality work for print, web, and digital platforms. Learners use current industry-standard tools and explore ethical design, including AI to enhance workflow productivity. **PREREQUISITES:** 10201109 Illustration and 10201110 InDesign

**DIGITAL PHOTOGRAPHY**...will teach learners to use photographic principles and digital image manipulation. Learners will examine digital image editing techniques from a photography standpoint and create projects that focus on digital imagery. Image manipulation using current industry standard software, file management, and AI generative techniques for images will also be covered. **PREREQUISITE:** 10201108 Photoshop

**ENGLISH COMPOSITION 1**...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. Discuss reading and writing academic course support with your Counselor.

**EXCEL - LEVEL 1**...introduces the student to spreadsheet features such as creating, saving, editing, navigating, formatting worksheets; entering formulas and functions; working with charts; and developing multiple-sheet workbooks.

**ILLUSTRATION**...prepares the learner to use current industry standard vector graphics software to create illustrations and designs. The course will cover illustrative design styles and the basics of digital illustration for print and web media. Learners will work with current industry standard tools to create original vector designs and examine AI generative illustration techniques.

**INDESIGN**...prepares the learner to use current industry standard page layout software. Learners will develop an array of print media by implementing industry standard tools and managing documents for print production. The latest AI generative techniques will be explored focusing on print media.

**INTRODUCTION TO PSYCHOLOGY**...introduces students to a survey of the multiple aspects of human behavior. It involves a survey of the theoretical foundations of human functioning in such areas as learning, motivation, emotions, personality, deviance and pathology, physiological factors, and social influences. It directs the student to an insightful understanding of the complexities of human relationships in personal, social, and vocational settings. Discuss reading academic course support with your Counselor.

**INTRODUCTION TO SOCIOLOGY**...introduces students to the basic concepts of sociology: culture, socialization, social stratification, multi-culturalism, and the five institutions, including family, government, economics, religion, and education. Other topics include demography, deviance, technology, environment, social issues, social change, social organization, and workplace issues. Discuss reading academic course support with your Counselor.

**INTRODUCTORY STATISTICS**...prepares students to display data with graphs, describe distributions with numbers perform correlation and regression analyses, and design experiments. They use probability and distributions to make predictions, estimate parameters, and test hypotheses. They draw inferences about relationships including ANOVA. Discuss math and reading academic course support with your Counselor.

**INTRODUCTION TO WEB DEVELOPMENT**...learn the principles of web page design by creating accessible, standards-compliant websites using HTML and CSS. Students will apply layout, formatting, and styling techniques. The course emphasizes current trends, responsive design, and usability best practice.

**MULTIMEDIA CONCEPTS**...prepares the learner to use current industry standard software and techniques in creating various multimedia including video, audio, and assets for web and print media. Learners will create a diverse array of multimedia design projects and employ project management skills for design development.

**ORAL/INTERPERSONAL COMMUNICATION**...provides students with the skills to develop speaking, verbal and nonverbal communication, and listening skills through individual speeches, group activities, and other projects. Discuss reading academic course support with your Counselor.

**PHOTOSHOP**...prepares the learner to use current industry standard image manipulation software to edit, enhance, and create digital images which are prepared for print and web media. Topics will include an array of photo correction and enhancement methods, photo editing with current industry standard tools, and creating images with AI generative techniques.

**PRINCIPLES OF MARKETING**...introduces the student to the consumer decision process model; the bases used to segment a market; and the stages of the product life cycle to determine the impact these stages have on the marketing mix.

**PRINT DESIGN AND PUBLICATION**...introduces the learner to creating and designing print materials for commercial press output. A variety of print media projects focused on advertising, branding, packaging, and product development will be created. **PREREQUISITE:** 10201110 InDesign, 10201108 Photoshop, and 10201109 Illustration

**SOCIAL MEDIA STRATEGY**...explores current and up-and-coming online platforms, applications, and tracking methods for social media and determine how they are revolutionizing the marketing landscape. You will set up social media accounts, learn basic terminology, and incorporate best practices into marketing strategies. You will learn which platforms fit best with an organization's strategic goals, how to integrate content across them, interpret the analytics, and tailor them to maximize results. **PREREQUISITE:** 10104102 Principles of Marketing

**TYPOGRAPHY**...introduces the learner to the fundamentals of Typography. Emphasis is on the structure and form of type and how it is used in contemporary graphic design. Projects explore the history of type, and the creation of design using type elements. **PREREQUISITE:** 10201109 Illustration and **CONDITION:** 102012 Graphic and Web Design admission requirements met

**WEBSITE DEVELOPMENT ADVANCED**...will teach learners advanced web design and development techniques using current industry standard software. Learners will examine UI/UX applications, CMS platforms, and website building. Learners will explore core web design principles with accessibility and responsiveness considerations from a design perspective.

**WORD - LEVEL 1**...introduces the student to word processing features such as creating, saving, editing, navigating, and formatting the content of multi-page documents.