

**Graphic Design and Visual Communications**
**AAS Degree | 73 credits**

Campus: Mesabi Range, Eveleth

| <b>FIRST YEAR</b>                                  |                                       | <b>CREDITS</b> | <b>HOURS<br/>LEC / LAB</b> |
|--|---------------------------------------|----------------|----------------------------|
| <b>FALL SEMESTER 2024 – 19 Credits</b>             |                                       |                |                            |
| GRAP 1226  | Introduction to Media                 | 2              | 1/2                        |
| GRAP 1227  | Layout and Imposition                 | 3              | 1/4                        |
| GRAP 1236  | Print Fundamentals for Graphic Design | 3              | 1/4                        |
| GRAP 1238  | Video Editing and Lighting            | 4              | 2/4                        |
| GRAP 1267  | Creative Copywriting                  | 2              | 2/0                        |
| GRAP 1268  | Photography                           | 2              | 1/2                        |
| General Education Electives from MnTC listed below |                                       | 3              |                            |
| <b>SPRING SEMESTER 2025 – 18 Credits</b>           |                                       |                |                            |
| GRAP 1228  | Color Exploration                     | 3              | 1/4                        |
| GRAP 1245  | Estimating for Media                  | 2              | 2/0                        |
| GRAP 1248  | Video Production                      | 3              | 1/4                        |
| GRAP 1256  | Quality Control in Media              | 2              | 1/2                        |
| GRAP 1257  | Motion Graphics                       | 3              | 1/4                        |
| GRAP 1266  | Visual Communications                 | 1              | 0/2                        |
| General Education Electives from MnTC listed below |                                       | 4              |                            |

| <b>SECOND YEAR</b>                                 |                                     | <b>CREDITS</b> | <b>HOURS<br/>LEC / LAB</b> |
|--|-------------------------------------|----------------|----------------------------|
| <b>FALL SEMESTER 2025 – 19 Credits</b>             |                                     |                |                            |
| GRAP 2252  | Adobe InDesign                      | 3              | 1/4                        |
| GRAP 2253  | Elements of Design and Typography   | 2              | 1/2                        |
| GRAP 2254  | Page Layout                         | 3              | 1/4                        |
| GRAP 2261  | Adobe Illustrator                   | 3              | 1/4                        |
| GRAP 2271  | Adobe Photoshop                     | 2              | 1/2                        |
| GRAP 2285  | Animate                             | 2              | 1/2                        |
| General Education Electives from MnTC listed below |                                     | 4              |                            |
| <b>SPRING SEMESTER 2026 – 17 Credits</b>           |                                     |                |                            |
| GRAP 2245  | Mobile App Development              | 3              | 1/4                        |
| GRAP 2264  | Advanced Design and Layout          | 3              | 1/4                        |
| GRAP 2272  | Introduction to Web Development     | 4              | 1/6                        |
| GRAP 2274  | Industry Portfolio Capstone Project | 2              | 1/2                        |
| PDEV 1130  | Employment Strategies               | 1              | 1/0                        |
| General Education Electives from MnTC listed below |                                     | 4              |                            |

**GENERAL EDUCATION ELECTIVES FROM MINNESOTA TRANSFER CURRICULUM (MnTC).** Choose a minimum of 15 credits from 3 Goal Areas of the MnTC. Recommended courses:

- ENGL 1231 College Composition 1, 4 cr. (MnTC 1)
- COMM 1220 Interpersonal Communications, 3 cr. (MnTC 1)
- PSYC 1215 General Psychology, 3 cr. (MnTC 5 & 7)
- NSCI 1210 Physical Science, 4 cr. (MnTC 3 & 10)

**PROGRAM DESCRIPTION**

Behind the evening newscast, your favorite YouTube channel, and every great print ad, poster, illustration, and photograph is extensive technical knowledge mixed in with a fair amount of creativity.

The Graphic Design and Visual Communications program prepares students for a multitude of career options in visual storytelling. Here, you will start the creative career you have always dreamed of, or never knew you could pursue, while staying close to home and saving yourself a ton of money.

### PROGRAM LEARNING OUTCOMES

Upon completion of the Graphic Design and Visual Communications program, the graduate will be able to:

1. Identify the many career paths that fall under the umbrella of graphic communications.
2. Participate in class critiques to improve creative work and develop communication and customer-service skills for working with clients.
3. Apply knowledge of various skill sets learned throughout the four-semester program to class projects (photography, video editing, graphic design and ux design, and more).
4. Develop a robust portfolio that is suitable for review by an industry professional.
5. Prepare student for production level employment after graduation and/or transfer to a four- year college or university that the program has transfer agreements with.

### ACCREDITATION

The program is accredited in the areas of Graphic Communications and the Graphic Design by Printing and Graphics Association MidAtlantic (PGAMA).

### ARTICULATION AGREEMENTS

- Bemidji State University – Graphic Design, Studio Arts, Exhibit Design
- Minneapolis College of Art and Design (MCAD) – Graphic Design
- Minnesota State University, Moorhead - Operations Management

### PROGRAM NOTES

- This program can be taken via distance learning. Please see your advisor for additional information.
- This program is also delivered remotely to the Hibbing, Itasca, and Rainy River campuses. Please see your advisor for additional information.
- GRAP courses must be taken in semester order as listed on this program planner. Students may also meet with their advisor to create a degree plan to meet their specific career goals.
- [Differential tuition is assessed for the GRAP courses.](#)

### EMPLOYMENT OPPORTUNITIES

Students enrolled in this two-year program will gain experience and become proficient in industry’s cutting-edge software. Learn to shoot, cut, and edit videos using Final Cut Pro and Motion. Begin building your professional portfolio by creating exciting layouts for print and web design using Adobe Photoshop, Adobe Illustrator, Adobe InDesign, and Adobe Dreamweaver. Our writing, photography, and prepress printing classes prepare you for a variety of job opportunities after graduation.

### PROGRAM FACULTY

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