

Graphic Design and Visual Communications
Diploma | 57 credits

Campus: Mesabi Range, Eveleth

FIRST YEAR FALL SEMESTER		CREDITS	HOURS LEC LAB	
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 1260	Technical Foundations	1	1	0
GRAP 1268	Photography	2	1	2
TOTAL SEMESTER CREDITS		15		
SPRING SEMESTER				
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
TOTAL SEMESTER CREDITS		14		
SECOND YEAR FALL SEMESTER				
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
TOTAL SEMESTER CREDITS		13		
SPRING SEMESTER				
GRAP 2245	Mobile App Development	3	1	4
GRAP 2260	Animation	2	1	2
GRAP 2264	Advanced Design and Layout	3	1	4
GRAP 2270	Introduction to Web Design	3	1	4
GRAP 2280	Special Projects	1	0	2
GRAP 2290	Industry Portfolio Capstone Project	3	1	4
TOTAL SEMESTER CREDITS		15		

PROGRAM DESCRIPTION

Behind the evening newscast, your favorite YouTube channel, and every great print ad, poster, video, illustration, ad campaign, package/product and photograph is extensive technical knowledge mixed in with creativity, problem solving, and purpose!

The Graphic Design and Visual Communications program prepares students for a multitude of career options in visual storytelling and purpose filled design. Here, you will start the creative career you have always dreamed of, or never knew you could pursue, while staying close to home, saving yourself a ton of money, and allowing yourself to go in any direction you desire creatively and professionally after graduation.

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 design and visual communications.
2. Participate in class critiques to improve creative work and develop communication and customer-service skills for working with clients.

Minnesota North College

2026-27 PROGRAM PLANNER

Page | 2

3. Apply knowledge of various skill sets learned throughout the four-semester program to class projects (layout and composition, photography, screen-printing, video and photo editing, graphic design applied to both digital and print, websites, 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, self-employment, 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 Design by the 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 other Minnesota North College 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.
- Students can earn the Graphic Design and Visual Communications Associate of Applied Science Degree by adding general education courses from the Minnesota Transfer Curriculum (MnTC). Choose a minimum of 15 credits from 3 different 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)

EMPLOYMENT OPPORTUNITIES

Students enrolled in this two-year program will gain experience and become proficient in industry's cutting-edge software, communication, job opportunities and purpose filled design. Learn to shoot, cut, and edit videos using Final Cut Pro and Motion. Hone your Photography skills using professional equipment and editing software. Begin building your professional portfolio by creating exciting designs for print, digital, and web using Adobe Creative Cloud (Focusing on Adobe Photoshop, Adobe Illustrator, and Adobe InDesign), in addition to Figma, CMS's, HTML and CSS while exploring web design, mobile app design, and UX/UI design. Our carefully curated course plan prepares you for a variety of job opportunities in a variety of fields after graduation.

PROGRAM FACULTY

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