



# DAVIS COLLEGE

4747 Monroe Street  
Toledo, OH 43623

419.473.2700  
800.477.7021

## Graphic Design Diploma

This program is designed to develop the technical skills required for "production artist" and/or desktop publishing positions within advertising agencies, graphic design studios, and in-house design departments. The student utilizes industry standard imaging, illustration, and page layout software to produce printed materials (posters, brochures, catalogs, books, advertisements, etc.)

Upon completion of the Diploma in Graphic Design, the Davis College graduate will be prepared to:

- Apply the elements and principles of design to create a visual language appropriate for graphic design, which includes the synthesis of typographic and visual elements to create effective visual messages.
- Use appropriate computer hardware and industry standard page layout, image editing, and interactive media software.
- Use written and oral communication skills to interact effectively.

## Program Outline

Course No.	Course Title	Cr. Hrs.
DSN110	2D Design	3
DSN124	Letterforms	3
DSN125	Typography	3
DSN127	Print Production	3
DSN130	Digital Page Composition	3
DSN145	Digital Illustration	3
DSN160	Digital Photography	3
CAS120	Desktop Publishing	3
WPR120	Word Processing	3
OAM223	Business Communications	4
CAS/CIS/WPR	Computer Elective	3
COM121	Composition I	5
IDS110	Forum on Technology and Resources	5
<b>Total Program Credit Hours</b>		<b>44</b>