



**LAKELAND
UNIVERSITY**

GRAPHIC DESIGN PARTNERSHIP PROPOSAL

Proposed May 2019 • Revised October 2019 • Finalized February 2020



COLLEGE HERE AND NOW

Lakeland and LTC have been regular partners in the effort to prepare college students for lives of professional success and purpose. Our Lake to Lake partnership allows LTC graduates to pursue a range of Lakeland degree programs at an affordable rate and in flexible learning formats. College Here & Now reflects a new and exciting level of collaboration, with Lakeland and LTC partnering with the Sheboygan Area School District (SASD) to allow students to earn an associate's degree at their high school and then to complete a bachelor's degree in just two years following graduation. We are pleased to see College Here & Now moving forward with programs in computer science, healthcare, and education. We think graphic design could be a promising option for a next round of programs.

WHY GRAPHIC DESIGN?

The graphic design program equips students with a college education in a skill area central to success in our rapidly changing workforce—a primary goal of College Here & Now. Students in Lakeland's graphic design program experience the design process through hands-on projects. They learn how to identify and define design problems, be creative and innovative, brainstorm and analyze design solutions, use industry-standard design software, critique and refine their work, and prepare final design concepts for print or digital publication. The recent addition of cooperative education to the graphic design major enables students to complete part of the degree through immersive, experiential learning placements.

WHY IS LTC AN IDEAL PARTNER?

The program learning outcomes and curriculum between both schools are similar. The content, technology, theory, and experiential learning that LTC graphic & web design students are exposed to satisfies a number of Lakeland's graphic design program requirements. Additionally, LTC's program and Lakeland's complement each other quite well. LTC students arrive with strong technological skills that prepare them to engage in higher-level design thinking and, in turn, to develop a distinctive and effective approach to solving problems from a design perspective.

LTC Web & Graphic Design Program Learning Outcomes

1. Apply the principles of design to develop strategic marketing and communication products and services.
2. Demonstrate proficiency in the use of design software, tools, and technology.
3. Implement creative solutions from concept through completion using a formal process.
4. Apply effective legal and ethical business practices and project management skills.
5. Communicate artwork rationale in formal and informal settings.
6. Demonstrate creative abilities and software knowledge when developing websites and press-ready electronic files.

Lakeland Graphic Design Program Learning Outcomes

1. Define the parameters of a design problem.
2. Conceptualize a broad range of creative and unique design solutions.
3. Judge how effectively a design solution satisfies the parameters of a design problem.
4. Competently use the elements and principles of design to compose strong design solutions.
5. Competently operate industry-standard design software, devices, and tools.
6. Communicate effectively and professionally through visual, verbal, and written means.
7. Practice good working habits, including time management, project management, and file management.
8. Identify key characteristics of major art/design movements throughout history.

ABOUT LAKELAND'S GRAPHIC DESIGN CURRICULUM

Beginning Fall 2019, students will have the option to choose either the standard track or the cooperative education track within the graphic design major. Students transferring from LTC would be eligible to choose either track.

Students choosing the cooperative education track are required to complete at least 23 credits of cooperative education, but fewer graphic design elective credits. The concept of cooperative education is similar to that of a modern-day apprenticeship, where students learn on the job in an immersive work experience that goes deeper and longer than a traditional internship.

GRAPHIC DESIGN

Standard Track (52 semester hours)

ART 101 - Drawing I
ART 151 - Two-Dimensional Design
ART 242 - Color Theory
ART 339 - Portfolio Preparation
GDN 101 - Graphic Design I–Digital Illustration
GDN 102 - Graphic Design II–Image Editing
GDN 203 - Graphic Design III–Page Layout
GDN 265 - History of Graphic Design
GDN 304 - Graphic Design IV–Brand Identity
GDN 315 - Typography

At least one (1) semester hour from the following:

ART 401 - Senior Art Exhibition (1 semester hour)
GDN 401 - Graphic Design Practicum (1 semester hour)

Twenty-one (21) semester hours from the following:

ART 251 - Digital Photography I
ART 352 - Digital Photography II
GDN 204 - Motion Graphics
GDN 302 - Print Production
GDN 303 - Web & App Design
GDN 305 - Advanced Digital Illustration
GDN 306 - Advanced Image Editing
GDN 307 - Advanced Page Layout
GDN 400 - Internship in Graphic Design
(1-3 semester hours, student may earn a maximum of 6 semester hours toward this requirement)
GDN 490 - Independent Research in Graphic Design
(1-3 semester hours, student may earn a maximum of 6 semester hours toward this requirement)
MKT 350 - Marketing Principles
WRT 211 - Visual Media Production Lab
(0-1 semester hours, student completes a maximum of 3 semester hours toward this requirement)

GRAPHIC DESIGN

Cooperative Education Track (63 semester hours)

ART 101 - Drawing I
ART 151 - Two-Dimensional Design
ART 242 - Color Theory
ART 339 - Portfolio Preparation
GDN 101 - Graphic Design I–Digital Illustration
GDN 102 - Graphic Design II–Image Editing
GDN 203 - Graphic Design III–Page Layout
GDN 265 - History of Graphic Design
GDN 304 - Graphic Design IV–Brand Identity
GDN 315 - Typography

At least twenty-three (23) semester hours from the following:

EXP 100 - Professional Protocol (1 semester hour)
EXP 300 - Experiential Learning Seminar (1 semester hour)

- Is completed two times, for a total of 2 semester hours
- Co-requisite with either EXP/GDN 390 or EXP/GDN 391

EXP 390 or GDN 390 - Cooperative Education Experience (1–12 semester hours)

- Is completed two times, for a total of 20-24 semester hours
- One experience must be in GDN 390

EXP 391 or GDN 391 - Cooperative Education Experience (0 semester hours)

- Is completed two times over two summer sessions
- One experience must be in GDN 391

At least one (1) semester hour from the following:

ART 401 - Senior Art Exhibition (1 semester hour)
GDN 401 - Graphic Design Practicum (1 semester hour)

Nine (9) semester hours from the following:

ART 251 - Digital Photography I
ART 352 - Digital Photography II
GDN 204 - Motion Graphics
GDN 302 - Print Production
GDN 303 - Web & App Design
GDN 305 - Advanced Digital Illustration
GDN 306 - Advanced Image Editing
GDN 307 - Advanced Page Layout
GDN 400 - Internship in Graphic Design
(1-3 semester hours, student may earn a maximum of 6 semester hours toward this requirement)
GDN 490 - Independent Research in Graphic Design
(1-3 semester hours, student may earn a maximum of 6 semester hours toward this requirement)
MKT 350 - Marketing Principles
WRT 211 - Visual Media Production Lab
(0-1 semester hours, student completes a maximum of 3 semester hours toward this requirement)



TRANSFER GUIDE - ASSOCIATE DEGREE PROGRAMS

Program: LTC Graphic & Web Design

Lakeland University Program: Graphic Design, Standard Track

Minimum GPA for admission: 2.0

For: 2019-20 year

General Education Courses					
Technical College			Lakeland		
Course No.	Course Title	Credits	Course No.	Course Title/Field	Credits
10801195	Written Communication	3	GEN 110	Composition I: Academic Writing	3
10801196	Oral/Interpersonal Communication	3	COM 111	Fundamentals of Public Speaking	3
10804123	Math with Business Apps	3	MAT ELEC	Math elective	3
OR					
10806112	Principles of Sustainability			Free elective	
10809195	Economics	3	ECN 235	Principles of Macroeconomics	3
10809196	Introduction to Sociology	3	SOC ELEC	Sociology elective	3
10809198	Introduction to Psychology	3	PSY ELEC	Psychology elective	3
Total general education credits earned:		18			18

Occupational Courses					
Course No.	Course Title	Credits	Course No.	Course Title	Credits
10103121	Excel - Level 1	1		Free Elective	1
10103191	Word - Level 1	1		Free Elective	1
10106162	Computer Platform Essentials	1		Free Elective	1
10152106	Integrated Web Concepts	4		Free Elective	4
10152122	Multimedia Concepts	3	GDN 204	Motion Graphics	3
10152196	Web Development 1	3		Free Elective	3
10201101	Design Fundamentals	3	ART 151	Two-Dimensional Design	3
10201103	Advanced Computer Graphics	3	GDN 401	Graphic Design Practicum	3
10201105	Internship for Graphic and Web Design	1	GDN 400	Internship in Graphic Design	1
10201108	Photoshop	3	GDN 102	Graphic Design II-Image Editing	3
10201109	Illustration	3	GDN 101	Graphic Design I-Digital Illustration	3
10201110	InDesign	3	GDN 304	Graphic Design III-Page Layout	3
10201113	Publication Design	3	GDN 302	Print Production	3
10201114	Typography	2	GDN 315	Typography	2
10201115	Digital Photography	2	ART 251	Digital Photography I	2
10201117	Career Essentials	2		Free Elective	2
10201118	Advancements in Web and Development	2		Free Elective	2
10201119	Website Development Advanced	2		Free Elective	2
Total occupational credits earned:		42		Total transferable credits:	60
NOTE: Transfer evaluation is based on completed Associate's Degree.		60	Course No.	Course Title	Credits

Required GDN course
Elective GDN course

Interdisciplinary Studies Requirements Remaining		
GEN 112	Composition II: Argumentation & Research	3
GEN 3XX	Core II: Exploring the Human Condition	3
GEN 4XX	Core III: Shaping the Future (Writing Intensive)	3
Total		9
Graphic Design Major Requirements Remaining		
ART 101	Drawing I	3
ART 242	Color Theory	3
ART 339	Portfolio Preparation	3
GDN 265	History of Graphic Design	3
GDN 304	Graphic Design IV-Brand Identity	3
Total		15
Graphic design elective credits remaining		12
Free electives needed to reach 120 total credits for degree		24

LTC to Lakeland Transfer Overview	
Total Transferable LTC Credits	60
Interdisciplinary Studies Required Credits Remaining	9
Graphic Design Required Credits Remaining	15
Graphic Design Elective Credits Remaining	12
Free Electives Remaining	24
Total Credits	120

LTC GRAPHIC & WEB DESIGN TO LAKE LAND GRAPHIC DESIGN Standard Track

While the number of credits differ between Typography and Digital Photography at LTC and LU, we have determined that the content being taught in these courses are similar enough that Lakeland will mark these courses as satisfied, but they will still transfer in at 2 credits instead of 3.

LTC GRAPHIC & WEB DESIGN

60 semester hours

Term 1

10106162	Computer Platform Essentials	1
10201101	Design Fundamentals	3
10201108	Photoshop	3
10201109	Illustration	3
10801195	Written Communication	3
10809198	Introduction to Psychology	3
		16

Term 2

10103191	Word - Level 1	1
10103121	Excel - Level 1	1
10201114	Typography	2
10201115	Digital Photography	2
10201110	InDesign	3
10152196	Web Development 1	3
10804123	Math with Business Applications OR 10806112 Principles of Sustainability	3
		15

Term 3

10201117	Career Essentials	2
10201119	Website Development Advanced	2
10152106	Integrated Web Concepts	4
10201118	Advancements in Web Design and Development	2
10809196	Introduction to Sociology	3
10801196	Oral/Interpersonal Communication	3
		16

Term 4

10201103	Advanced Computer Graphics	3
10152122	Multimedia Concepts	3
10201113	Publication Design	3
10201105	Internship for Graphics and Web Design	1
10809195	Economics	3
		13

LAKELAND GRAPHIC DESIGN

Standard Track

52 semester hours

ART 101 - Drawing I
~~ART 151 - Two-Dimensional Design~~
ART 242 - Color Theory
ART 339 - Portfolio Preparation
~~GDN 101 - Graphic Design I-Digital Illustration~~
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GDN 304 - Graphic Design IV-Brand Identity
~~GDN 315 - Typography~~

At least one (1) semester hour from the following:

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~~GDN 401 - Graphic Design Practicum (1 semester hour)~~

Twenty-one (21) semester hours from the following:

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ART 352 - Digital Photography II
~~GDN 204 - Motion Graphics~~
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GDN 305 - Advanced Digital Illustration
GDN 306 - Advanced Image Editing
GDN 307 - Advanced Page Layout
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(1-3 semester hours, student may earn a maximum of 6 semester hours toward this requirement)
GDN 490 - Independent Research in Graphic Design
(1-3 semester hours, student may earn a maximum of 6 semester hours toward this requirement)
MKT 350 - Marketing Principles
WRT 211 - Visual Media Production Lab
(0-1 semester hours, student completes a maximum of 3 semester hours toward this requirement)



TRANSFER GUIDE - ASSOCIATE DEGREE PROGRAMS

Program: LTC Graphic & Web Design

Lakeland University Program: Graphic Design, Cooperative Education Track

Minimum GPA for admission: 2.0

For: 2019-20 year

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OR					
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10809195	Economics	3	ECN 235	Principles of Macroeconomics	3
10809196	Introduction to Sociology	3	SOC ELEC	Sociology elective	3
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Occupational Courses					
Course No.	Course Title	Credits	Course No.	Course Title	Credits
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Graphic Design Major Requirements Remaining		
ART 101	Drawing I	3
ART 242	Color Theory	3
ART 339	Portfolio Preparation	3
GDN 265	History of Graphic Design	3
GDN 304	Graphic Design IV-Brand Identity	3
EXP 100	Professional Protocol	1
EXP 300	Experiential Learning Seminar	2
EXP/GDN 390	Cooperative Education Experience	20
Total		38
Graphic design elective credits remaining		0
Free electives needed to reach 120 total credits for degree		13

LTC to Lakeland Transfer Overview	
Total Transferable LTC Credits	60
Interdisciplinary Studies Required Credits Remaining	9
Graphic Design Required Credits Remaining	38
Graphic Design Elective Credits Remaining	0
Free Electives Remaining	13
Total Credits	120

LTC GRAPHIC & WEB DESIGN TO LAKE LAND GRAPHIC DESIGN Cooperative Education Track

While the number of credits differ between Typography and Digital Photography at LTC and LU, we have determined that the content being taught in these courses are similar enough that Lakeland will mark these courses as satisfied, but they will still transfer in at 2 credits instead of 3.

LTC GRAPHIC & WEB DESIGN

60 semester hours

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10201109	Illustration	3
10801195	Written Communication	3
10809198	Introduction to Psychology	3
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Term 2

10103191	Word - Level 1	1
10103121	Excel - Level 1	1
10201114	Typography	2
10201115	Digital Photography	2
10201110	InDesign	3
10152196	Web Development 1	3
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Term 3

10201117	Career Essentials	2
10201119	Website Development Advanced	2
10152106	Integrated Web Concepts	4
10201118	Advancements in Web Design and Development	2
10809196	Introduction to Sociology	3
10801196	Oral/Interpersonal Communication	3
		16

Term 4

10201103	Advanced Computer Graphics	3
10152122	Multimedia Concepts	3
10201113	Publication Design	3
10201105	Internship for Graphics and Web Design	1
10809195	Economics	3
		13

LAKELAND GRAPHIC DESIGN

Cooperative Education Track

63 semester hours

ART 101 - Drawing I
~~ART 151 - Two-Dimensional Design~~
 ART 242 - Color Theory
 ART 339 - Portfolio Preparation
~~GDN 101 - Graphic Design I-Digital Illustration~~
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 GDN 304 - Graphic Design IV-Brand Identity
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- EXP 390 or GDN 390 - Cooperative Education Experience (1-12 semester hours)
 - Is completed two times, for a total of 20-24 semester hours
 - One experience must be in GDN 390
- EXP 391 or GDN 391 - Cooperative Education Experience (0 semester hours)
 - Is completed two times over two summer sessions
 - One experience must be in GDN 391

At least one (1) semester hour from the following:

ART 401 - Senior Art Exhibition (1 semester hour)
~~GDN 401 - Graphic Design Practicum (1 semester hour)~~

Nine (9) semester hours from the following:

- ~~ART 251 - Digital Photography I~~
- ART 352 - Digital Photography II
- ~~GDN 204 - Motion Graphics~~
- ~~GDN 302 - Print Production~~
- GDN 303 - Web & App Design
- GDN 305 - Advanced Digital Illustration
- GDN 306 - Advanced Image Editing
- GDN 307 - Advanced Page Layout
- ~~GDN 400 - Internship in Graphic Design~~
 (1-3 semester hours, student may earn a maximum of 6 semester hours toward this requirement)
- GDN 490 - Independent Research in Graphic Design
 (1-3 semester hours, student may earn a maximum of 6 semester hours toward this requirement)
- MKT 350 - Marketing Principles
- WRT 211 - Visual Media Production Lab
 (0-1 semester hours, student completes a maximum of 3 semester hours toward this requirement)

SAMPLE FULL-TIME COMPLETION PLAN

Graphic Design

Standard Track

4 Semesters

FALL		
Code	Course	Credits
ART 101	Drawing I	3
GDN 265	History of Graphic Design	3
GEN 112	Composition II	3
XXX	Graphic Design Elective Course	3
XXX	Free Elective or Minor Course	3
Total		15

SPRING		
Code	Course	Credits
ART 242	Color Theory	3
GDN 304	Graphic Design IV–Brand Identity	3
GEN 3XX	Core II: Exploring the Human Condition	3
XXX	Free Elective or Minor Course	3
XXX	Free Elective or Minor Course	3
Total		15

FALL		
Code	Course	Credits
ART 339	Portfolio Preparation	3
GEN 4XX	Core III: Shaping the Future	3
XXX	Graphic Design Elective Course	3
XXX	Free Elective or Minor Course	3
XXX	Free Elective or Minor Course	3
Total		15

SPRING		
Code	Course	Credits
GDN 401	Graphic Design Practicum	1
XXX	Graphic Design Elective Course	3
XXX	Graphic Design Elective Course	3
XXX	Free Elective or Minor Course	3
XXX	Free Elective or Minor Course	3
XXX	Free Elective or Minor Course	2
Total		15

TRANSFER CREDIT: 60
LAKELAND CREDIT: 60

SAMPLE FULL-TIME COMPLETION PLAN

Graphic Design

Cooperative Education Track

4 Semesters

FALL		
Code	Course	Credits
ART 101	Drawing I	3
EXP 100	Professional Protocol	1
GDN 265	History of Graphic Design	3
GEN 112	Composition II	3
XXX	Free Elective or Minor Course	3
XXX	Free Elective or Minor Course	3
Total		16

SPRING		
Code	Course	Credits
ART 242	Color Theory	3
EXP 300	Experiential Learning Seminar	1
EXP/GDN 390	Cooperative Education Experience	5
GDN 304	Graphic Design IV–Brand Identity	3
GEN 3XX	Core II: Exploring the Human Condition	3
Total		15

FALL		
Code	Course	Credits
ART 339	Portfolio Preparation	3
EXP/GDN 390	Cooperative Education Experience	5
GEN 4XX	Core III: Shaping the Future	3
XXX	Free Elective or Minor Course	3
Total		14

SPRING		
Code	Course	Credits
EXP 300	Experiential Learning Seminar	1
EXP/GDN 390	Cooperative Education Experience	10
GDN 401	Graphic Design Practicum	1
XXX	Free Elective or Minor Course	3
Total		15

TRANSFER CREDIT: 60
LAKELAND CREDIT: 60

FREE ELECTIVES REMAINING

In order to reach a total of 120 credits, standard track graphic design students will need to take an additional 24 credits, and co-op students will need an additional 12 credits. These can be any classes offered in Lakeland's course catalog. For standard track students in particular, we suggest considering a minor. Common minors paired with the graphic design major include business administration and communication.

Business Administration Minor Requirements (21 semester hours)

ACC 210 - Financial Accounting Principles
BUS 150 - Pathways to Success: An Introduction to Business
BUS 330 - Management Principles
ECN 230 - Principles of Microeconomics
~~ECN 235 - Principles of Macroeconomics (transfers from LTC)~~
MKT 350 - Marketing Principles (also a GDN elective course)
One school-approved elective course (3 semester hours)

Communication Minor Requirements (27 semester hours)

~~COM 111 - Fundamentals of Public Speaking (transfers from LTC)~~
COM 130 - Introduction to Mass Media
COM 211 - Interpersonal Communication
COM 220 - Persuasion & Advocacy
COM 330 - Strategic New Media and Digital Communication
COM 340 - Communication Theory
COM 351 - Mixed Methods Research for Professionals

Six (6) semester hours from the following:

COM 212 - Team-Based and Group Communication
COM 213 - Advanced Public Speaking
COM 225 - Political Communication & Activism
COM 240 - American Oratory
COM 280 - Special Topics in Communication
COM 310 - Leadership Communication
COM 331 - Critical Communication Approaches to New Media
COM 332 - Media Literacy and Effects
COM 350 - Rhetorical Criticism (WI)
COM 365 - Health Behavior Communication
COM 480 - Special Topics in Communication

CURRICULUM CHANGES & UPDATES

The curriculum and requirements for the Graphic Design Bachelor's Completion Program will be updated on an annual basis as the graphic design curriculum evolves.

IN WITNESS WHEREOF, the parties hereto agree to this Graphic Design Partnership.

Lakeshore Technical College

James Lemerond

02/19/2020

Mr. James Lemerond
Vice President of Instruction

Date

Lakeland University

Margaret Albrinck

2/18/2020

Dr. Margaret Albrinck
Vice President of Academic Affairs

Date