

START COLLEGE now!

dual credit pathway

High school juniors and seniors, take advantage of the Start College Now program to earn college credits before you graduate! We've provided a list of suggested courses to help you get started, but you're not limited to these options.

Feel free to explore and choose the courses that fit your interests and academic goals!

GRAPHIC & WEB DESIGN

Take these core classes to get started on your path to a career in the Graphic & Web Design field.

 All classes are available online unless denoted with an on campus only symbol.

FALL SEMESTER

COURSE NO.	COURSE TITLE	CR.	ACHIEVED
10-201-133	Photoshop	3	☐
10-201-134	Illustrator	3	☐

SPRING SEMESTER

COURSE NO.	COURSE TITLE	CR.	ACHIEVED
10-201-142	Digital Marketing for Graphic Designers	3	☐

AVAILABLE FALL & SPRING SEMESTER

COURSE NO.	COURSE TITLE	CR.	ACHIEVED
10-801-136	English Composition 1	3	☐
10-801-198	Speech	3	☐
10-809-172	Introduction to Diversity Studies	3	☐



Applications are due to your high school by **March 1** for fall semester classes and **October 1** for spring semester classes.

After applications are approved, Southwest Tech works with students regarding registration and enrollment.

For more information contact:



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GRAPHIC & WEB DESIGN - COURSE DESCRIPTIONS

FALL SEMESTER

10-201-133 Photoshop

This course introduces the learner to photo manipulation and enhancement using the industry leading Adobe Photoshop software. Course will also cover composition images, illustration, color correction, file formats, scanning, 3D objects, image quality and preparing images for print and web mediums.

10-201-134 Illustrator

This course prepares the student to use Adobe's standard vector graphics software to create digital illustrations. The course will cover the basics of illustration as it relates to the digital environment. Students will turn out professional-looking graphics for web or print with Adobe Illustrator software. Through practical exercises, students become fluent in the premier program for line art, logos, vector graphics and quick page layout.



SPRING SEMESTER

10-201-142 Digital Marketing for Graphic Designers

This course focuses on how graphic designers can achieve marketing objectives using digital technologies and media. Students will gain an appreciation for current mobile marketing strategies and the importance of being adaptable with communication techniques. Students will learn how to develop relevant, appropriate content based on different media outlets. A focus on marketing analytics is included in this course.

AVAILABLE FALL & SPRING SEMESTERS

10-801-136 English Composition 1

This course 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.

10-801-198 Speech

Students explore the fundamentals of effective oral presentations to small and large groups. Students demonstrate competency through topic selection, audience analysis, methods of organization, research, structuring evidence and support, delivery techniques, and other essential elements of speaking successfully, including the listening process.

10-809-172 Introduction to Diversity Studies

Students draw from several disciplines to reaffirm the basic American values of justice and equality by learning a basic vocabulary, a history of immigration and conquest, principles of transcultural communication, legal liability and the value of aesthetic production to increase the probability of respectful encounters among people. In addition to an analysis of majority/minority relations in a multicultural context, the topics of ageism, sexism, gender differences, sexual orientation, the disabled and the American Disability Act (ADA) are explored. Ethnic relations are studied in global and comparative perspectives.



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