

# GRAPHIC DESIGN MEDIA ARTS PROGRAM-ADVISING SHEET

The Graphic Design Media Arts (GDMA) program is a Monday – Friday block-scheduled program with general hours of 8:00 AM to 4:00 PM and is located downtown at the SCC Education Square location. The Graphic Design Media Arts program accepts students one time per year in the fall (October) quarter. Students are required to purchase and use their own laptops for in-class and out-of-class assignments, exercises, and all course-related activities. Students are also required to purchase a subscription to the Adobe Creative Cloud to access all software used within the program and a membership to AIGA, a national graphic design organization of which GDMA is affiliated.

If you have any questions regarding the GDMA program, please contact Elizabeth Vornbrock, GDMA Program Chair, at [gdma@southeast.edu](mailto:gdma@southeast.edu) or the Admissions office at 402-437-2600.

Below are the requirements that need to be submitted to the Admissions Office to be considered for acceptance to the GDMA program for the Fall 2018 (October 2018) start date. Applications packets will be accepted through March 16, 2018. Acceptance to the program is based on a selection process. The GDMA program will use a rubric system to review application materials and students will be notified of their admission status to the GDMA program on April 2, 2018 and after.

## APPLYING TO THE PROGRAM

**To be considered for admission into the Graphic Design Media Arts program, the following items must be submitted all together to the Admissions Office during the open application period (see above for dates):**

- SCC Online or Paper Application for the Graphic Design Media Arts program**
- Transcripts from high school or GED and other colleges** (if applicable)
- Placement Test Scores** (Courses/Scores are listed below and must have been completed or achieved within the last five years. Please note, that you only need to meet one of the listed courses/scores for each of the areas below. If you are providing official college transcripts for review of placement scores, the transcripts must be on file prior to submitting your admissions paperwork.)

### Math Placement:

MATH 0900-Math Modules

or

ACCUPLACER arithmetic score of 75  
COMPASS math placement score of 41  
ACT math placement score of 17  
ASSET math placement score of 38  
SAT math placement score of 400

### Reading Placement:

ENGL 0900-Reading Workshop

or

ACCUPLACER reading placement score of 43  
COMPASS reading placement score of 61  
ACT reading placement score of 14  
ASSET writing placement score of 36  
SAT writing placement score of 350

### Writing Placement:

ENGL 0985-Intermediate College Reading/Writing

or

ACCUPLACER sentence skills score of 84  
COMPASS writing placement score of 70  
ACT writing placement score of 18  
ASSET writing placement score of 42  
SAT writing placement score of 430

- Visual Awareness and Communication Assessment**  
The Assessment consists of five exercises that will assess your basic visual awareness and critical thinking skills. There is no need to study for this assessment. There is no cost for the assessment and you will need to allow approximately two hours to complete this assessment. You may only take the assessment one time during each application period. You are able to complete this assessment at the Testing Center at the Lincoln campus. Please contact the Lincoln Testing Center at 402-437-2715 to schedule a date and time to complete the assessment. You will be handed a form at the end stating you completed the assessment. This form needs to be handed in along with the other requirements at the time of submission.
- Portfolio Submission**  
Submit six (6) examples of your art, digital design and/or design work on a USB drive during the application period. Portfolio examples should include traditional drawings. The GDMA program will be looking for students who have an eye for and who can understand and communicate a message visually. You can prepare for this by drawing and spending ample time looking at and interpreting design work from publications such as Communication Arts, Print, and How.

\*This information was updated on 12/7/2017 and is subject to change. Please contact the Admissions office at 402-437-2600 with questions.

## GENERAL EDUCATION REQUIREMENTS

The following is a list of the general education courses that you will need to complete as a graduation requirement. These courses can be taken before you start the GDMA program. By completing the general education requirements prior to beginning the GDMA program, students are better prepared and able to focus solely on the core program classes. For questions regarding general education requirements, please send an email to [gdma@southeast.edu](mailto:gdma@southeast.edu).

\* These courses are recommended by the program.

\*\*Program requirement

**Please choose one class from each area below:**

<p><b>Oral Communication:</b>  Fundamentals of Human Communication (SPCH1090)  Public Speaking (SPCH1110) *  Business and Professional Communication (SPCH2810) *</p>	<p><b>Written Communication:</b>  English Composition I (ENGL1010) *  Business Communication (ENGL1110) *</p>
<p><b>Marketing:</b>  Principles of Marketing (BSAD2520) **</p>	

**Please choose three classes from the five areas below; no two classes from the same areas:**

<p><b>Mathematics:</b>  Business Math (MATH1040) *  Thinking Mathematically (MATH1050)  Applied Algebra &amp; Trigonometry (MATH1080)  Intermediate Algebra (MATH1100)  College Algebra (MATH1150)  Elementary Statistics (MATH1180)  Trigonometry (4.5) (MATH1200)  Pre-Calculus (7.5) (MATH1300)  Applied Calculus (4.5) (MATH1400)  Analytic Geometry &amp; Calculus I (MATH1600)  Contemporary Mathematics (MATH2030)</p>	<p><b>Science:</b>  General Biology (BIOS1010)  General Botany (BIOS1090)  Biology of Microorganisms (BIOS1110)  Human Anatomy &amp; Lab (BIOS1140)  Human Anatomy &amp; Physiology I (BIOS1210)  Human Anatomy &amp; Physiology II (BIOS1220)  Human Physiology (BIOS2130)  Chemistry and the Citizen (CHEM1050)  General Chemistry I (CHEM1090)  Basic Nutrition (FSDT1350)  Expl our World: Fund of Geospatial Science (GEOG/GIST1000)  Physical Geology (GEOL1010)  Environmental Geology (GEOL1060)  Technical Physics (PHYS1017)  Astronomy (PHYS1030)  Physical Science (PHYS1100)  Descriptive Physics (PHYS1150)  Elementary General Physics I (PHYS1410)  General Physics I (PHYS2110)</p>
<p><b>Computer Technology:</b>  Microsoft Applications I (BSAD1010)  Computer Literacy (INFO1010)</p>	<p><b>Humanities:</b>  Introduction to the Visual Arts (ARTS1010) *  Introduction to Art History &amp; Criticism I (ARTS1050) *  Introduction to Art History and Criticism II (ARTS1060)  Native American Art (ARTS2650)  Women in Art (ARTS2750)  Beginning German I (GERM1010)  Introduction to Humanities (HUMS1100)  Contemporary Arts and Ideas (HUMS1200)  Introduction to Music (Music Appreciation) (MUSC1010)  Introduction to American Music (MUSC2750)  Introduction to World Music (MUSC2800)  History of Rock Music (MUSC2870)  Introduction to Philosophy (PHIL1010)  Applied Ethics (PHIL1060)  Critical &amp; Creative Thinking (PHIL1150) *  Comparative Religions (PHIL2610/RELS2610)  American Sign Language I (SIGN1010)  Beginning Spanish I (SPAN1010)  Introduction to Theatre (THEA1010)  Basic Acting (THEA1140)</p>
<p><b>Social Science:</b>  Introduction to Cultural Anthropology (ANTH1020)  General Anthropology (ANTH1120)  Personal Finance (ECON1200) *  Principles of Macroeconomics (ECON2110) *  Principles of Microeconomics (ECON2120) *  World Regional Geography (GEOG1420)  Western Tradition I (HIST1000)  Western Tradition II (HIST1010)  Survey of Asian History (HIST1820)  American History I (HIST2010)  American History II (HIST2020)  World History to 1500 CE (HIST2100)  World History since 1500 CE (HIST2110)  Survey of African American History (HIST2960)  American Government (POLS1000)  Comparative Politics (POLS1040)  Introduction to Political Science (POLS1080)  International Relations (POLS1600)  Interpersonal Relations (PSYC1250)  Introduction to Psychology (PSYC1810) *  Introduction to Sociology (SOC11010)  Diversity in Society (SOC1020)  Issues of Unity and Diversity (SOC12150)</p>	
<p><b>Total General Education Requirements: 22.5 hours</b></p>	

All GDMA classes require a C (2.0) or higher to progress through the program.

<b>Quarter I</b>		
Drawing / Illustration I	GDMA 1120	6.0
Introduction to Graphic Design	GDMA 1122	4.5
Typography I	GDMA 1126	4.5
Computer Graphics I	GDMA 1136	6.0
		<b>21.0</b>
<b>Quarter II</b>		
Typography II	GDMA 1230	4.5
Computer Graphics II	GDMA 1234	6.0
Publication Design	GDMA 1240	4.5
Photography & Digital Imaging	GDMA 1356	6.0
		<b>21.0</b>
<b>Quarter III</b>		
Drawing / Illustration II*	GDMA 1238	4.5
Video Production*	GDMA 1343	4.5
Color Theory	GDMA 1354	4.5
Corporate Identity Design	GDMA 1465	6.0
Web Design I	GDMA 1485	6.0
		<b>25.5</b>
<b>Quarter IV</b>		
Environmental*	GDMA 1456	4.5
Interactive Design*	GDMA 1457	4.5
Design Portfolio Development	GDMA 1455	6.0
Web Design II	GDMA 2567	6.0
		<b>21.0</b>
<b>Quarter V</b>		
3-D Package Design*	GDMA 1460	4.5
Digital Marketing*	GDMA 2568	4.5
Graphic Design Portfolio I	GDMA 2575	7.5
Web Design III	GDMA 2662	6.0
		<b>22.5</b>
<b>Quarter VI</b>		
Professional Design Practices	GDMA 2595	3.0
Graphic Design Portfolio II	GDMA 2664	8.0
Web Design IV	GDMA 2665	6.0
Graphic Design Internship (The first two weeks, 10 class days, of the sixth quarter are spent out of the classroom doing an onsite internship from 8-5 pm at a company of the students choosing.)	GDMA 2900	2.0
		<b>19.0</b>

\* These classes are GDMA Electives. Please choose any of the following for a total of 13.5 hours.

## LAPTOP REQUIREMENT

Students are required to purchase an industry standard laptop for the Graphic Design Media Arts program. Students may purchase either a PC or a Mac but they must meet the following specifications in order to run the software required for this program:

<p><b>Mac Specifications:</b></p> <ul style="list-style-type: none"> <li>- Multicore Intel processor with 64-bit support</li> <li>- Mac OS X v10.8, 10.9</li> <li>- 4 GB of RAM (8 GB recommended)</li> <li>- Minimum of 100 GB hard disk space</li> <li>- 1440 x 900 display or larger with 32-bit video card</li> <li>- 7200-RPM hard drive</li> <li>- OpenGL 2.0-capable system</li> </ul>	<p><b>PC Specifications:</b></p> <ul style="list-style-type: none"> <li>- Intel Pentium 4 or AMD Athlon 64 Processor (2 Ghz or faster)</li> <li>- Microsoft Windows 7 with Service Pack 1, Windows 8, or Windows 8.1</li> <li>- At least 13-inch display</li> <li>- 4 GB of RAM (8 recommended)</li> <li>- Minimum of 100 GB hard disk space</li> <li>- 1280 x 1080 display or larger with 32-bit video card</li> <li>- 7200-RPM hard drive</li> <li>- OpenGL 2.0-capable system</li> </ul>
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Many GDMA instructors are trained and work exclusively on Mac Computers which reflects the Graphic Design industry. Due to this, instructors may not be able to assist with PC/Windows troubleshooting. During in-class tutorials, instructions may only be given for Mac Computers.