Entry time: Fall, spring or summer
Length: Two years (four semesters, one summer)
Award: Associate of Applied Science degree

Program description:
The Graphic Communication Technology program prepares students for employment in the technical production area of the printing and graphic communication industry, from basic layout and design to the final printed piece. Following an introduction to the printing industry, the classes teach students practical knowledge and provide hands-on experience with both desktop and graphic programs. In addition to designing for print, students also learn to design pages for the World Wide Web. Students receive extensive experience working on Macintosh computers using the industry standard software packages. Students may transfer credits from this program to William Penn or UNI towards a B.A. in Graphic Communication or Technology Management.

Employment opportunities:
Employment opportunities for graduates with an A.A.S. degree in Graphic Communication Technology exist with:

- Printing Plants
- In-house Print Shops
- Newspapers
- Advertising Agencies
- Publishing Companies
- In-house Graphics

Local employers that hired Kirkwood graduates from this program:

- Allegra Imaging & Print
- Applecreek Gallery
- CarPac Publishing Co.
- The Gazette
- Cedar Graphics
- C & J Photography
- Color/FX (Des Moines)
- Color Print & Copy
- Copyworks
- Cornerstone Press
- Feiereisen Inc.
- Genencor International, Inc.
- Goodfellow Printing Company
- Iowa City Press Citizen
- J & A Printing
- JP Cycles
- Kinko’s
- McLeod USA
- The Marion Press
- Media Trends Advertising, Inc.
- Moore Business Forms & Systems Division
- Pindar Set, Inc.
- Presentations
- Printsource
- Speed Print
- Staples Print Center
- Steadman Graphics Inc.
- Technographics

Kirkwood
www.kirkwood.edu
Kirkwood Community College  6301 Kirkwood Blvd. SW  P.O. Box 2068  Cedar Rapids, Iowa 52406
Graphic Communication Technology

**Tool requirements:**
Students in the Graphic Communication Technology program are required to purchase a tool set for use in lab activities. Instructors provide students with a list of the minimum requirements. Estimated cost of tools is $100.

**Prerequisites:** Those interested in our program should have a strong interest in managing, manipulating and merging text and graphic components, used to communicate information that sells a product or idea. Skills and interest in art and photography will increase enjoyment and overall design options within our program. Students should be able to work under tight deadlines both individually as well as part of a team. Students need to be open to the fact that not all graphic solutions are computer based.

<table>
<thead>
<tr>
<th>Catalog Number</th>
<th>Course Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>First Semester (Fall)</strong></td>
<td></td>
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<tr>
<td>DD-154U</td>
<td>Intro to Macintosh (corequisite DD-152U)</td>
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<tr>
<td>DD-152U</td>
<td>Survey of Graphic Communication (corequisite DD-154U)</td>
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<tr>
<td>AR-120T</td>
<td>Fundamentals of Design I</td>
<td>3</td>
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<tr>
<td>OF-113T</td>
<td>Keyboarding I</td>
<td>1</td>
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<tr>
<td>CC-110T</td>
<td>*Elements of Writing</td>
<td>3</td>
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<tr>
<td>DF-103T</td>
<td>*Business Math</td>
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<tr>
<td>PC-105U</td>
<td>*Human Relations</td>
<td>3</td>
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<tr>
<td><strong>Second Semester (Spring)</strong></td>
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<tr>
<td>PG-100T</td>
<td>Beginning Photography</td>
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<tr>
<td>PG-101T</td>
<td>Beginning Photography Lab</td>
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<tr>
<td>AR-130T</td>
<td>Drawing I</td>
<td>3</td>
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<tr>
<td>CC-113T</td>
<td>Composition I</td>
<td>3</td>
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<tr>
<td>MR-106T</td>
<td>Principles of Advertising</td>
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<tr>
<td>DG-102T</td>
<td>Intro to Micros and DP</td>
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<tr>
<td><strong>Summer</strong></td>
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<tr>
<td>DD-181U</td>
<td>Page Layout I</td>
<td>3</td>
</tr>
<tr>
<td>DD-183U</td>
<td>Digital Drawing I</td>
<td>3</td>
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<tr>
<td><strong>Total program credit hours</strong></td>
<td></td>
<td>66</td>
</tr>
</tbody>
</table>

Students planning to transfer to a four-year college or university should verify transfer credits before proceeding with this program.

1 Enrollment in this course requires a COMPASS math score of 39 or above. Students with scores below 39 must take MT-102U Basic Math before Business Math.

* Students transferring to UNI to pursue a four-year degree in Graphic Communication must take Composition I, Composition II, General Psychology and Statistical Ideas instead of the courses denoted with an asterisk.

**Program coordinator:**
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02/06 • Effective Spring 2006