Graphic Communications and Design

Associate’s Degree Program

The ITT Technical Institutes offer a variety of career-focused curricula. This sheet helps describe the Associate’s Degree program in Graphic Communications and Design offered in the School of Drafting and Design.

What It Means:
Graphic communications involves planning, designing, analyzing and creating communications that convey information in forms that can be read or seen. Businesses and media organizations employ graphic communications and design professionals to help them communicate with various audiences.

What It Means to You:
The Graphic Communications and Design program in the School of Drafting and Design at ITT Technical Institute can help students develop knowledge and skills utilized in entry-level graphic design, visual communications and related positions. The program can help students explore communicating through print and interactive multimedia communication. The program emphasizes creativity, visualization and critical thinking to help students generate technologically appropriate, functional and aesthetically pleasing solutions for graphic communications and design projects.

Graduates of this program may pursue entry-level positions involving graphic communications and design which may include the production of interactive multimedia, print media and other communications at a variety of organizations.
The six schools of study at the ITT Technical Institutes² (School of Information Technology, School of Electronics Technology, School of Drafting and Design, School of Business, School of Criminal Justice and Breckinridge School of Nursing and Health Sciences) teach skills and knowledge that can be used to help pursue careers in our global technology-driven culture.

Last year, more than 70,000 men and women were enrolled in programs of study offered by the various ITT Technical Institutes.

With convenient class schedules, the ITT Technical Institutes offer an education designed around today’s workplace. A world of opportunity is waiting for those ready to take a step forward in their education.

Go to programinfo.itt-tech.edu to access information on the programs of study offered at the ITT Technical Institutes, including, among other things:

- the occupations (by name and Standard Occupation Classification (“SOC”) codes) that each program of study can help students prepare to enter, along with links to occupational profiles on O*NET (or its successor site) associated with the SOC codes;
- the on-time graduation rate for students who have completed each program of study;
- the costs associated with each program of study;
- the placement rate for students who completed each program of study;
- the median loan debt incurred by students who completed each program of study;
- any other information that the ED provided to the ITT Technical Institutes about any program of study.

Call 1-800-ITT-TECH, or visit our website at www.itt-tech.edu

---

1. This associate’s degree program includes courses that may be taught either completely in residence at the institute, completely online over the Internet as a distance education course, or partially in residence and partially online, as determined by the institute from time to time in its discretion. This program is not offered at all ITT Technical Institutes. Please refer to the specific ITT Technical Institute’s school catalog for a complete list of the programs offered at the institute and which courses in each program may be taught in residence at the institute, completely online over the Internet as a distance education course, or partially in residence and partially online.

2. Not every institute has every school of study or offers all of the programs within a particular school of study. Please refer to the specific ITT Technical Institute catalog for details on the schools of study and programs of study offered at that institute.

*ITT* is a registered mark of and is used under license granted by ITT Manufacturing Enterprises, Inc.
School of Drafting and Design
School of Drafting and Design

The ITT Technical Institute offers programs of study in a wide range of subjects that emphasize helping students develop knowledge and skills that can be used to pursue careers. The School of Drafting and Design at ITT Tech combines classroom theory and practical application in a laboratory environment. The products we use and the structures in which we live and work start out as designs – from an electronic circuit to a video game to a house. Designs are typically represented in draft form to demonstrate how to construct the product. Drafting and design used to be separate tasks. Today, computer-assisted drafting and design software has made the two processes more interrelated. Programs in the School of Drafting and Design focus on using current tools of technology.

Length of Program

Based on the typical class schedule of a full-time student, the associate’s degree program in the School of Drafting and Design can be completed in eight academic quarters of study. A typical class session in a course taught entirely in residence lasts four to five hours. A typical class session in a course taught partially in residence and partially online lasts two to three hours. Class sessions are generally available in the morning, afternoon and evening, depending on student enrollment. Courses in these programs may be taught entirely in residence at the campus, or partially in residence and partially online. The Program Curricula and Online Course Information sections of the school catalog contain specific information about how each course in these programs may be taught.

Admission Requirements

Please see the school catalog for an explanation of the admission requirements for these programs. Contact the specific campus for information on transferring credits earned at other post secondary institutions to satisfy course requirements of these programs.
Drafting and Design Technology
This program exposes students to a variety of fundamental skills utilized in entry-level computer-aided drafting (CAD) and design positions. Students use CAD technologies and conventional drafting methods to produce various designs, working drawings, charts, forms and records. Students will be exposed to both classroom theory and laboratory projects. This program can help graduates pursue careers in a variety of entry-level positions in various fields involving drafting and design, and may include mechanical drafting and design, Building Information Modeling (BIM), architectural drafting and design, parametric modeling, civil drafting and design and structural drafting.

Some of the Courses in the Program:
- Introduction to Design and Drafting Technology
- CAD Methods
- Building Information Modeling (BIM)
- Rapid Visualization Techniques
- Sustainability in Design
- Materials and Processes in Design
- Parametric Modeling
- 3D Civil Drafting
- Advanced CAD Methods
- 3D Modeling and Visualization

Information Technology – Multimedia
This program can help graduates prepare to perform tasks associated with designing and creating interactive multimedia communications. Additional curriculum topics, investigated through classroom and laboratory experiences, include introductory computer programming and multimedia applications. The program exposes students to information on authoring software, motion graphics and development, visual design principles and other related technical subjects. Graduates may pursue careers in various industries involving multimedia in a variety of entry-level positions.

Some Courses in the Program:
- Instructional Design
- Scripting and Web Authoring
- 3D Modeling
- Visual Design Theory
- Interactive Communication Design
- Broadcast Graphics
- Animation
- Audio/Visual Techniques

1. Courses in these programs are taught (a) entirely in residence at the campus; or (b) partially in residence and partially online over the Internet and are delivered by means of distance education.
Graphic Communications and Design
This program can help students develop knowledge and skills utilized in entry-level graphic design, visual communications and related positions. The program can help students explore communicating ideas and concepts through print and interactive multimedia communication. The program emphasizes creativity, visualization and critical thinking to help students generate technologically appropriate, functional and aesthetically pleasing solutions for graphic communications and design projects. Graduates of this program may pursue entry-level positions involving graphic communications and design, which may include the production of interactive multimedia, print media and other communications at a variety of organizations.

Some of the Courses in the Program:
- Fundamentals of Design
- Fundamentals of Typography
- Rapid Visualization Techniques
- 3D Modeling Techniques
- Advanced Photoshop
- Video Production Techniques
- Animation
- Interactive Design with Flash
- Sustainable Graphic Design
- Digital Prepress and Production Processes
- Graphic Design for the Web

May be of Interest to Someone Who
- Enjoy graphic arts
- Is both creative and detail oriented
- Likes to work on a team
- Communicates well

Some Types of Technology Used in this Area
- Computer systems
- Graphics applications
- Animation software

Possible Starting Positions
- Computer graphics technician
- Interactive media designer
- Multimedia technician
- Production artist

Start building your future at ITT Tech.
Education for the Future.

The six schools of study at the ITT Technical Institutes* (School of Information Technology, School of Electronics Technology, School of Drafting and Design, School of Business, School of Criminal Justice and Breckinridge School of Nursing and Health Sciences) teach skills and knowledge that can be used to help pursue careers in our global technology-driven culture.

Last year, more than 70,000 men and women were enrolled in programs of study offered by the various ITT Technical Institutes.

With convenient class schedules, the ITT Technical Institutes offer an education designed around today's workplace. A world of opportunity is waiting for those ready to take a step forward in their education.

Go to programinfo.itt-tech.edu to access information on the programs of study offered at the ITT Technical Institutes, including, among other things:

- the occupations (by name and Standard Occupation Classification ("SOC") codes) that each program of study can help students prepare to enter, along with links to occupational profiles on O*NET (or its successor site) associated with the SOC codes;
- the on-time graduation rate for students who have completed each program of study;
- the costs associated with each program of study;
- the placement rate for students who completed each program of study;
- the median loan debt incurred by students who completed each program of study;
- any other information that the ED provided to the ITT Technical Institutes about any program of study.

Call 1-800-ITT-TECH, or visit our website at www.itt-tech.edu

*Not all ITT Technical institutes have all six schools of study. Please refer to the particular ITT Technical institute’s school catalog for details on the schools of study at that Institute.

“ITT” is a registered mark of and is used under license granted by ITT Manufacturing Enterprises, Inc.
**Graphic Communications and Design**

GCD \n (abbreviation of Graphic Communications and Design) 1. The process of planning, designing, analyzing and creating visual communications. 2. A program that teaches skills and knowledge involving the design and production of digital and print media, as well as a variety of applications used in corporate and public communications.

The center of the wheel identifies the program. The inside ring names some of the courses within the program that can help the student develop the skills and knowledge to obtain the type of entry-level positions identified in the outer ring.

Go to programinfo.itt-tech.edu to access information on the programs of study offered at the ITT Technical Institutes (“Programs”), including, among other things: the occupations that each Program can help students prepare to enter; the on-time graduation rate for each Program; the costs associated with each Program; the placement rate for students who completed each Program; and the median loan debt incurred by students who completed each Program.