



## Applied Electronic Media Studies Graphic Communications

### Why should I major in Applied Electronic Media Studies - Graphic Communications?

If you are interested in designing for print, web and TV, this is the career choice for you. This program offers you a chance to design your future. You will be exposed to a variety of technology focusing on the latest software, such as QuarkXpress, Adobe Photoshop, Adobe InDesign, Adobe Illustrator and Macromedia Freehand. This software is needed to produce a published piece, whether it be for Print, Web or TV. Emphasis will be, but not limited to, the publishing industry and learning a variety of printing processes.



### What type of degree would I earn at Iowa Western if I enroll in this program?

Graduates of the Graphic Communications program earn an Associate of Applied Science degree.

### If I major in the Electronic Media Studies: Graphic Communications program, can I transfer to a four-year college or university?

By earning your degree in graphic communications, you'll be ready to enter the workforce immediately upon graduating from Iowa Western. If obtaining an advanced degree is your goal, you may always take your credits earned at Iowa Western and transfer to a four-year college or university where you can work toward your bachelor's degree.

### What is the job outlook for graduates of this program and what type of jobs will I be qualified for?

Graduates of this program at Iowa Western are qualified to pursue employment as graphic designers, press operators, desktop publishers and much, much more. People in this field can earn from \$18,000 to \$34,000 per year. The field of graphic design and illustration is growing rapidly, but competition for these jobs will be tight. The median salary for these fields is about \$30,600 per year. Understand that computers are a common element in any career choice and the skills acquired in this program will leave unlimited possibilities.

**For More Information,  
contact the Admissions Office:  
712.325.3277 or 800.432.5852, ext. 3277  
or the Program Chair at 712.388.6817  
[www.iwcc.edu](http://www.iwcc.edu)**

### Program of Study

The Applied Electronic Media Studies: Graphic Communications program of study provides an exciting and rewarding career for graduates. Graphic communications provides students with skills needed for graphic arts in printing and web development, and with basic skills in marketing and e-commerce. Due to the enormous growth factor and ever-expanding technological advances, countless opportunities exist for graduates. Graduates of this program are awarded an Associate of Applied Science (A.A.S.) degree.

\*Students must complete the curriculum described below:

### RECOMMENDED COURSE SEQUENCE

<b>First Semester</b>		<b>Cr.</b>
GRA 137	Digital Design	3
GRA 173	Typography	3
JOU 110	Introduction to Mass Media	3
MKT 110	Principles of Marketing	3
ART 151	Design I	3
		15
<b>Second Semester</b>		<b>Cr.</b>
GRA 112	Introduction to Printing Technologies	3
GRA 121	Digital Drawing	3
GRA 949	Special Topics	1
MKT 150	Principles of Advertising	3
ENG 105	Composition I	3
	**Elective	3
		16
<b>Third Semester</b>		<b>Cr.</b>
GRA 140	Digital Imaging	3
GRA 949	Special Topics	1
BUS 154	E-business	3
SPC 122	Interpersonal Communication	3
CIS 207	Fundamentals of Web Programming <b>OR</b>	3
BCA 184	Comprehensive Webpage Design Software	3
	**Elective	3
	A.A.S. Mathematics Requirement (MAT 110 or higher)	3
		19
<b>Fourth Semester</b>		<b>Cr.</b>
GRA 949	Special Topics	1
MGT 195	Workplace Empowerment	3
GRA 908	Cooperative Education	3
	**Electives	6
	Social Science/Humanities Elective	3
		16
<b>**Electives must be selected from the following:</b>		<b>Cr.</b>
	Any Art course	3
BCA 134	Word Processing	3
BCA 142	Spreadsheets	3
BCA 184	Comprehensive Webpage Design Software	3
BUS 102	Introduction to Business	3
BUS 130	Introduction to Entrepreneurship	3
CIS 150	Computer Internals	3
CIS 161	C++	3
CIS 207	Fundamentals of Web Programming	3
CIS 215	Server Side Web Programming	3
CIS 227	Advanced Web Design	3
CIS 952	Game Creation	3
CIS 953	Flash Animation	3
CSC 110	Introduction to Computers	3
CSC 190	Game Programming 2-D	3
CSC 194	Computer Game Creation	3
ENG 106	Composition II	3
GRA 116	Digital Preflight Production	3
GRA 154	Advanced Web Design	3
GRA 165	Digital 3-D	3
JOU 115	Introduction to Journalism	3
JOU 941	Journalism Practicum	3
MKT 154	Visual Merchandising	3
MKT 184	Customer Service	3
MMS 130	Video Field Production	3
MUS 267	Pro Tools 101	3
PEA, PEC, PEH	Physical Education and Wellness	1-3

**66 semester hours required**