



## ABOUT THE PROGRAM

At ISU, students apply creative problem-solving while learning about technology and management practices related to the production and distribution of graphics media in its many forms. Students choose more advanced coursework in one of three concentrations:

**Print Media Management**, with an emphasis on layout for print, press technology, print materials, and cost estimating

**Web Media Management**, with an emphasis on website development and maintenance, databases, and computer networking.

**Packaging Graphics**, with an emphasis on computer-assisted design (CAD), packaging design, and packaging production materials and equipment.

## FACILITIES

The Graphic Communications facility is located in the lower level of the Nelson Smith Building (NSN). All of the equipment necessary to carry out print and digital media production, from concept to finished product, is housed in the Graphic Communication facility.

Software used in graphic media production such as Adobe Indesign, Adobe Photoshop, Adobe Illustrator, Adobe Acrobat, Adobe Dreamweaver Adobe Flash, Entensis Suitcase, Enfocus Pitstop Pro, X-rite iOne, and Kodak Preps, are used in the digital media lab.

Print production equipment includes an Epson 7800 wide format inkjet printer, a Xerox Ducucolor, an HP Indigo digital press, a five-color Comco Cadet flexographic press, and a two-color Ryobi litho press. A variety of finishing equipment is also housed in the facility. These include computerized paper cutters, folders, stitching equipment, and adhesive binding equipment.

A full computer networking lab and computer-assisted design lab is housed in the Department of Technology.

## TRANSFER PROGRAM 2 + 2

Note: This plan is for example only. Only course sequences approved for the A.A.S. in Graphic Communications at Illinois Central College and the B.S. in Graphic Communications at ISU will work as a 2+2 program. Talk to your advisor in the Graphic Communications Department at ICC and the advisor in the Department of Technology at ISU to plan your curriculum.

### Fall Semester One at ICC

GCOMM 110 Intro to Graphic Communicatons	4
GCOMM 112 Vector Graphics with Adobe Illustrator	3
GCOMM 130 Page Layout with Adobe Indesign	3
GCOMM 235 Digital Photography and Scanning	3
GCOMM 250 Beginning Photoshop Techniques	3

### Spring Semester Two at ICC

GCOMM 140 Printing Methods	4
GCOMM 150 Production Techniques and Process	3
GCOMM 230 Adv Page Layout and Cross Media	3
ENGL 110 Composition	3
GCOMM 251 Advanced Photoshop Techniques	3

### Fall Semester Three at ICC

GCOMM 245 Web Publishing with Dreamweaver	3
GRDSN 140 Intro to Graphic Design	3
PSY 110 Intro to Psychology	3
COMM 110 Speech as a Comm Process	3
MAT 134 Finite Mathematics	4
Elective (approved)	1

### Spring Semester Four at ICC

GCOMM 247 Adv Web Publishing with Dreamweaver	3
GRDSN 143 Computer Illustration	3
PHY 115 Foundations of Physics	4
POLSC 115 American National Government	3
Humanities (approved)	3

### Fall Semester One at ISU

CHE 102 Chemistry and Society	3
MQM 100 Statistical Reasoning	3
TEC 100 Introduction to IT	1
TEC 350 Flexography	3
TEC 351 Advanced Image Transfer Sys.	3
TEC 358 Digital Media Management	3

### Spring Semester Two at ISU

HSC 271 Safety Technology	3
TEC 116 Technical Drawing	3
TEC 270 Managing Technological Sys.	3
TEC 352 Advanced Pre-Press Tech.	3
TEC 353 Color Management	3

### Fall Semester Three at ISU

TEC 313 Quality Sys. for Technology	3
TEC 354 Print Production Planning & Profit	3
IAI ENG 145	3
IAI Fine Arts	3
IAI Social and Behavioral Science	3

### Spring Semester Four at ISU

TEC 330 Applied Econ. Analysis for Tech.	3
TEC 356 Graphic Comm. Business Practices	3
IAI Humanities or Fine Arts	3
IAI Life Science	3
Elective 200+ class for senior hours	3

## CAREER OPPORTUNITIES

Graphic Communication is the study of technology needed to produce the millions of imaged products that are used in all aspects of our lives. Examples of these products are magazines, books, newspapers, and packaging, as well as digital media such as web sites, e-books, and e-catalogs.

The graphic communications industry is one of the 10 largest industries in the United States. It includes more than 50,000 individuals businesses distributed throughout all 50 states. Close to one million people are employed in this industry and the Chicago area is one of the most dynamic graphic centers in the country, employing thousands of graphic communications worker. Graduates from this program are in high demand.

The graphic communications industry is high-tech and rapidly changing. It requires a highly educated workforce for employment in a great variety of positions.

### Typical Entry - Level Professional Positions

- Production Coordinator
- Web Administrator
- Package Structural Designer
- Account Manager
- Project Manager
- Sales Representative
- Cost Estimator

Entry level salaries vary among urban, suburban, and rural positions: however, the typical salary is between \$35,000 and \$50,000, with opportunities for rapid advancement.

For more information on the Graphic Communications Degree program at Illinois State University contact the program coordinator

Dr. Dan Wilson  
e-mail: [dgwilson@ilstu.edu](mailto:dgwilson@ilstu.edu)  
phone: (309) 438-2737

For coursework advising contact

Cathy McKay  
e-mail: [camckay@ilstu.edu](mailto:camckay@ilstu.edu)  
phone: (309) 438-2665

For admission information at Illinois State University contact the Office of Admissions at

phone: (309) 438-2181  
or  
phone: (800)366-2478

or visit the Illinois State University  
Graphic Communications website

[www.tec.ilstu.edu/graphic\\_communications](http://www.tec.ilstu.edu/graphic_communications)

• An equal opportunity / affirmative  
action university encouraging diversity



## Bachelor of Science GRAPHIC COMMUNICATIONS

DEPARTMENT OF TECHNOLOGY



**ILLINOIS STATE  
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