



# *Graphic Design*

*Madison College AA to Edgewood College BA Pathway*

# Frequently Asked Questions

## *Madison College AA to Edgewood College BA Pathway*

### **Why pursue a BA degree in graphic design?**

Extending your studies beyond your transformative AA years at Madison College has several benefits!

- expand, deepen, and diversify your portfolio
- complete at least one internship
- open up job opportunities that require a 4-year degree
- build your design community network
- learn from new instructors
- grow your knowledge through general education, art history, and fine art classes
- explore a minor area of study

### **Why Edgewood?**

#### **Facilities and Instruction**

Graphic design students at Edgewood College benefit from our visual and theatre arts facility, The Stream. Just like at Madison College, our program has dedicated spaces and faculty.

- hi-spec 27" iMacs are available for students to work on in and outside of class
- faculty are experienced in the graphic design field
- professors also are practicing digital artists
- one-on-one academic and professional advising with a professor
- small art/design classes, usually 10-12 students each

#### **Edgewood Identity**

Edgewood College is a small, friendly institution committed to its core values of justice, truth, compassion, partnership, and community.


- everyone's on a first name basis, even the president!
- low faculty to student ratio
- small, quiet, safe campus on the shore of Lake Wingra
- several active student organizations and strong student government
- individual advising through the transfer process and beyond
- financial aid specifically for transfer students and for talent in the fine arts


### **You are welcome here!**


We look forward to teaching and guiding you on your BA journey, gaining knowledge from many disciplines and reaching your goal in as little as two years. If you have questions about this plan, please contact Carrie Firman, Coordinator of the Graphic Design and Web Design & Development Programs at [cfirman@edgewood.edu](mailto:cfirman@edgewood.edu).

# Edgewood College General Education Requirements

## Madison College AA to Edgewood College BA Pathway

 Completed at Madison College

 Completed at either College

 Completed at Edgewood College

Tag Name






Description

Course (blank indicates a variety of choices)











### COR

	1	COR 1	COR199 Bridge to COR
	2	COR 2	
	3	COR 3	ART485 Graphic Design Capstone







### Cornerstones

	I	Information/Tech Literacy	10-201-181 Introduction to Computer Graphics
	M	Mathematics	20-804-212 College Algebra* or an EC Course
	O	Oral Communication	10-801-196 Oral/Interpersonal Communication
	T	Critical Thinking	PHIL101 Logic Practice of Critical Thinking
	W	Writing	20-801-202 English 2* or ENG110 at Edgewood

### Ways of Knowing

	A	History/Appreciation of the Arts	ART275 History of Graphic Design
	B	Studio Arts	10-201-103 Drawing Fundamentals
	C	Literature	
	H	History	
	P	Philosophy	
	R	Religious Studies	
	J	Human Behavior	10-809-197 Contemporary American Society
	S	Field/Lab Science	
	S	Field/Lab Science	
	S, J, or V	Pick One Additional Science	10-809-199 Psychology Of Human Relations

### Perspectives on the World

	D	Multicultural	10-809-197 Contemporary American Society
	E	Environmental	
	G	Global	Easily attained with art history requirement
	L	World Language 1	HS coursework at C or higher
	L	World Language 2	HS coursework at C or higher
	Q	Gender	ART275 History of Graphic Design

# Edgewood College Graphic Design Major Requirements

## Madison College AA to Edgewood College BA Pathway

Completed at Madison College

Completed at either College

Completed at Edgewood College

*Course*      *Description*      *Completed By*

### Required Courses

<input checked="" type="checkbox"/>	ART 151 I	Digital Art and Design for Majors	10-201-181 Introduction to Computer Graphics
<input checked="" type="checkbox"/>	ART 200 B	Drawing I	10-201-103 Drawing Fundamentals
<input checked="" type="checkbox"/>	ART 210	Graphic Design	10-201-182 Applied Computer Graphics
<input checked="" type="checkbox"/>	ART 220	Typography	10-201-151 Typographic Design
<input checked="" type="checkbox"/>	ART 275 AQ	Graphic Design History	ART 275 AQ Graphic Design History
<input checked="" type="checkbox"/>	ART 310	Layout Design	10-201-121 Graphic Design + 10-201-184 Advanced Design & Layout
<input checked="" type="checkbox"/>	ART 320	Video for Graphic Designers	ART 320 Video for Graphic Designers
<input checked="" type="checkbox"/>	ART 450	Design Concept Development	10-201-136 Concept Development +10-201-153 Integrated Design
<input checked="" type="checkbox"/>	CS 176 I	Intro to Web Design & Development	10-201-177 Web Page Design
<input checked="" type="checkbox"/>	ART 470	Web Design I	10-201-177 Web Page Design
<input checked="" type="checkbox"/>	ART 475	Web Design II	ART475 Web Design II or 10-201-195 Advanced Web Page Design
<input checked="" type="checkbox"/>	ART 485 3	Graphic Design Portfolio and Internship	ART485 Graphic Design Portfolio and Internship

### Graphic Design Elective: *Select One*

<input checked="" type="checkbox"/>	ART 360	Digital Fine Art	10-201-183 Electronic Illustration
<input checked="" type="checkbox"/>	ART 460	Motion Graphics	10-206-129 Motion Design
<input type="checkbox"/>	ART 471	Usability	Highly recommended

### Composition: *Select One*

<input checked="" type="checkbox"/>	ART 202	Two-Dimensional Design	10-201-102 Design Fundamentals
<input type="checkbox"/>	ART 216	Three-Dimensional Design	

### Pigment Mixing: *Select One*

<input type="checkbox"/>	ART 205	Painting I	ART205 Painting I
<input type="checkbox"/>	ART 221	Digital & Trad. Printmaking Concepts	ART221 Digital & Traditional Printmaking Concepts

### Photography: *Select One*

<input type="checkbox"/>	ART 207	Darkroom Photography	
<input checked="" type="checkbox"/>	ART 209	Digital Photography	10-203-130 Intro Digital Photography

### Art History: *Select Two*

<input type="checkbox"/>	ART 126 AG	Art of the Western World	
<input checked="" type="checkbox"/>	ART 252 AQ	Women Artists–Europe & North America	ART252 or 20-815-211 Art History: Women In Art as elective
<input type="checkbox"/>	ART 254 AG	Modern Art in Europe & US	
<input type="checkbox"/>	ART 264 AD	Multicultural Art in the USA	
<input type="checkbox"/>	ART 271 AG	History of Photography	

# Four Year Course Completion Plan

## Madison College AA to Edgewood College BA Pathway

### Years 1 and 2 at Madison College

\*Note courses that depart from the typical AA plan, which facilitate the 4-year overall completion.

	Edgewood Gen Ed Requirement	Credits
<b>Semester 1</b>		
20-801-202 English 2*	W	3
20-804-212 College Algebra*	M	3
10-201-102 Design Fundamentals		3
10-201-103 Drawing Fundamentals		3
10-201-136 Concept Development		2
10-201-137 Survey of Design Communication		1
10-201-181 Introduction to Computer Graphics		3
		<i>18 credits</i>

<b>Semester 2</b>		
10-809-199 Psychology Of Human Relations	J	3
10-201-112 Color		2
10-201-151 Typographic Design		3
10-201-152 Applied Drawing		2
10-201-177 Web Page Design		3
10-201-182 Applied Computer Graphics		3
		<i>16 credits</i>

<b>Semester 3</b>		
10-801-196 Oral/Interpersonal Communication	O	3
10-201-106 Illustration		3
10-201-121 Graphic Design		3
10-201-128 Print & Digital Production		3
10-203-130 Intro Digital Photography		2
10-206-129 Motion Design		2
		<i>16 credits</i>

# Four Year Course Completion Plan

## Madison College AA to Edgewood College BA Pathway

### Years 1 and 2 at Madison College

\*Note courses that depart from the typical AA plan, which facilitate the 4-year overall completion.

	Edgewood Gen Ed Requirement	Credits
<b>Semester 4</b>		
10-809-197 Contemporary American Society	J, D	3
10-201-153 Integrated Design		2
10-201-154 Design Project Management		3
10-201-162 Portfolio Prep		2
10-201-184 Advanced Design & Layout		2
Elective	see below	2-3
Elective	see below	3
		17-18 credits

### Recommended Electives to Facilitate BA Completion

#### Design Courses

10-201-195 Advanced Web Page Design, transfers as ART475 Web Design II

10-201-183 Electronic Illustration, in combination with 10-206-129 Motion Design, transfers as ART460 Motion Graphics (one of the Design Electives)

#### 1-2 Art History Courses

20-815-200 Art History: Ancient to Medieval, transfers as Art History course

20-815-210 Art History: Renaissance to Modern, transfers as Art History course

20-815-211 Art History: Women In Art, transfers as Art History course

# Four Year Course Completion Plan

## Madison College AA to Edgewood College BA Pathway

### Years 3 and 4 at Edgewood College

47-59 credits transferred in, depending on electives and if EC Math and English courses are taken at MC  
It is possible to begin in a spring semester and complete in two years with minor edits to this plan.

	<i>Gen Ed Requirement</i>	<i>Credits</i>
<b>Semester 5 - Fall</b>		
COR199 Bridge to COR	COR 1	0
ART275 History of Graphic Design	AQ	4
ART320 Video for Graphic Designers		4
General Education	C, P, T, R, E, S, S**	4
Math or English as placed, or Gen Ed	M or W**	3-4
		<i>15-16 credits</i>

<b>Semester 6 - Spring</b>		
COR2 of Choice	COR 2 (+ Tags TBD)	4
ART360/ART460/ART471 Design Elective or ART221 Printmaking		3-4
ART475 Web Design II (if Advanced Web Page Design not taken as elective)		4
First Art History of Choice	Tags TBD	4
		<i>15-16 credits</i>

<b>Semester 7 - Fall</b>		
Second Art History of Choice	Choose w/G tag if needed	4
ART205 Painting I		3
General Education	C, P, T, R, E, S, S**	4
General Education	C, P, T, R, E, S, S**	4
		<i>15 credits</i>

<b>Semester 8 - Spring</b>		
ART485 Capstone (Portfolio and Internship)	COR 3	4
ART360/ART460/ART471 Design Elective	Highly recommended	4
General Education	C, P, T, R, E, S, S**	4
General Education or Elective		3-4
		<i>15-16 credits</i>

#### **Policies:**

A student majoring in Graphic Design must complete a minimum of 12 credits in art courses at Edgewood College.

All Art Department courses must be completed with a minimum 2.0 or "C" grade.

All majors must fulfill the Sophomore Review and Senior Presentation/Critique requirements in order to obtain Art Department approval for graduation.

# Scholarships and Benefits

## *Madison College AA to Edgewood College BA Pathway*

Students admitted to Edgewood College are automatically considered for the following merit-based scholarships. No additional application is required to receive these scholarships. These scholarships are available to students who transfer to Edgewood College to earn their first undergraduate bachelor's-level degree with 12 or more credits from an accredited institution. Continuous, full-time enrollment in a traditional undergraduate program is required. The merit scholarship level is determined upon initial enrollment into Edgewood College and will be maintained at that same level provided students maintain full-time continuous enrollment in a traditional undergraduate program.

### **2019-2020 Merit Scholarships**

*Please see our Transfer webpage for the current merit amounts as those are evaluated on an annual basis and are subject to change.*

**Transfer Distinguished Scholarship** is available to student who present a cumulative college GPA of 3.75 -4.0 in all college coursework. The Transfer Distinguished Scholarships is worth \$9,000 per year.

**Transfer Excellence Scholarship** is available to students who present a cumulative college GPA of 3.5-3.74 in all college coursework. The Transfer Excellence Scholarship is worth \$8,000 per year.

**Transfer Honor Scholarship** is available to students who present a cumulative college GPA of 3.0-3.49 in all college coursework. The Transfer Honor Scholarship is worth \$6,000 per year.

**Transfer Achievement Scholarship** is available to students who present a cumulative college GPA of 2.5-2.99 from all college coursework. The Transfer Achievement Scholarship is worth \$2,000 per year.

### **Talent Scholarships**

**Fine Arts Grant** – Available to students with exceptional skill in the visual arts, decided with an interview and portfolio review by faculty during the enrollment process. Renewable grant which requires maintaining a GPA of 3.0, taking at least one art class per year, and submitting work to the annual spring juried student art exhibition.

### **Madison College Partnership Award**

Madison College students who have earned a 3.0 GPA in at least 27 credits and are transferring directly to Edgewood College are eligible to apply for the Madison College Partnership Award.

### **Application Fee Waiver**

Students who receive an Associate's Degree are eligible for a \$30 application fee waiver. Madison College students should use code 013 when applying to Edgewood College.



# Agreement Details

## *Madison College AA to Edgewood College BA Pathway*

### **Guaranteed Admission**

Students who receive an Associate of Applied Arts Degree in Graphic Design from Madison College will be guaranteed admission to Edgewood College when students transfer directly from Madison College to Edgewood College within 5 years of completing the Associate Degree. Students who take coursework at another institution between the completion of their coursework at Madison College and their transfer to Edgewood College must meet Edgewood College's transfer student admissions requirements of a cumulative GPA of 2.0 in all college-level coursework. Students must also meet posted admission deadlines.

### **Curriculum Pathway**

Students who follow this Graphic Design Pathway Guide will benefit from an efficient pathway to the Graphic Design major at Edgewood College. Completion of the Associate of Applied Arts Degree guarantees graduates at least 55 transfer credits and up to 64 based on course selection/electives.

Upon completion of the Associate of Applied Arts Degree in Graphic Design, students will be able to complete the Bachelor's Degree in Graphic Design in as little as 2 years at Edgewood College. Addition of a minor, types of math and English classes taken at Madison College, and other factors affect this time estimate.

### **Transfer of Credits**

A maximum of 64 credits may be transferred from all combined coursework earned at two-year institutions, including Madison College. Only courses passed with a grade of "C-," "CD," or better will be accepted for transfer credit.

The student must earn the general residency requirement of a minimum of 32 semester credits at Edgewood College, including required work in the major. Each academic department or school will determine the acceptability of transfer courses to the major or minor and the number of Edgewood College credits that must be earned in the major or minor.

When successfully completed with a grade of "C-," "CD," or better, academic work at the college level that satisfies Associate of Applied Arts in Graphic Design degree requirements at Madison College will become part of the student's permanent record at Edgewood College. Official transcripts of such work must be presented at the time of application for admission. Grades from transfer courses will be recorded on the transcript but will not be included in the Edgewood College grade point average.

This policy does not apply to students who enrolled at Edgewood College prior to attending Madison College or who start taking courses at Edgewood College prior to finishing their Associate Degree at Madison College. Madison College students who are interested in transferring prior to the completion of an Associate Degree should review the Edgewood College transfer equivalency guide available online at [www.edgewood.edu](http://www.edgewood.edu).

# Agreement Details, continued

## *Madison College AA to Edgewood College BA Pathway*

This agreement will be effective beginning with the 2019-2020 Edgewood College Catalog and will be reviewed every 5 years to be updated or extended at that time. Consideration may be given to changes in specific items at any time during the partnership of the two institutions. If either party fails to follow the terms and conditions of Agreement as set forth in this document, the other party has the right to terminate this Agreement with written notice. Either party may terminate this Agreement with a 30-day written notice. It is agreed that, if terminated, both institutions will honor the agreement until all students who have been granted admission to Edgewood College are given the opportunity to complete their transfer in a timely manner.

### **Opportunities for Minors**

Many Graphic Design majors at Edgewood pursue minors in Photography, Studio Art, Art History, or any other area of content offered at the College! This adds approximately 14-24 credits to the plan included with this document.

### **For More Information**

Questions can be directed to Carrie Firman, Associate Professor of Graphic Design and Coordinator of the Graphic Design and Web Design & Development Programs, at [cfirman@edgewood.edu](mailto:cfirman@edgewood.edu).