MADISON
AREA | TECHNICAL
COLLEGE

EDGEWOOD COLLEGE

Web Design & Development

*Madison College AA in Web & Digital Media Design
to Edgewood College BS Web Design & Development Pathway*

Why pursue a BS degree in Web Design & Development?

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

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 or scholars in computer science
- 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 your on your bachelor's degree 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.

Edgewood College General Education Requirements
Madison College AA to Edgewood College BS 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	
☑	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 Web Design & Dev. Major Requirements
Madison College AA to Edgewood College BS Pathway

☑ Completed at Madison College   ☑ Completed at either College   ☑ Completed at Edgewood College

	Course	Description	Completed By
Required Courses			
☑	ART 151 I	Digital Art and Design for Majors	10-201-181 Introduction to Computer Graphics
☑	ART 200 B	Drawing I	10-201-103 Drawing Fundamentals
☑	ART 210	Graphic Design	10-201-182 Applied Computer Graphics* (elective)
☑	ART 220	Typography	10-201-151 Typographic Design
☑	ART 275 AQ	Graphic Design History	ART 275 AQ Graphic Design History
☑	ART 310	Layout Design	10-201-121 Graphic Design
☑	ART 320	Video for Graphic Designers	ART 320 Video for Graphic Designers
☑	ART 470	Web Design I	10-201-177 Web Page Design
☑	ART 471	Usability	10-201-163 UX Design and 10-201-178 Applied UI Design
☑	ART 475	Web Design II	10-201-195 Advanced Web Page Design
☑	ART 485 3	Graphic Design Capstone	ART485 Graphic Design Capstone
Composition: *Select One*			
☑	ART 202	Two-Dimensional Design	10-201-102 Design Fundamentals
☐	ART 216	Three-Dimensional Design	
Photography			
☑	ART 209	Digital Photography	10-203-130 Intro Digital Photography* (elective)
Computer Science			
☑	CS 176 I	Intro to Web Design & Development	10-201-177 Web Page Design
☑	CS 250	IT Project Development	10-201-189 Web Project Management
☑	CS 270	Introduction to Database Structures	CS 270 Introduction to Database Structures
☑	CS 480	Advanced Web Development Strategies	CS 480 Advanced Web Development Strategies
☑	CS 490	Research in Computer Sciences	CS 490 Research in Computer Sciences

Four Year Course Completion Plan
Madison College AA to Edgewood College BS Pathway

Years 1 and 2 at Madison College, Web & Digital Media Design
*Note courses that depart from the typical AA plan, which facilitate the 4-year overall completion.

	Edgewood Gen Ed Requirement	Credits
Semester 1		
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
		18 credits
Semester 2		
10-809-199 Psychology Of Human Relations	J	3
10-201-112 Color		2
10-201-151 Typographic Design		3
10-201-198 Social Media/Web Design Strategy		3
10-201-163 UX Design		3
10-201-177 Web Page Design		3
		17 credits
Semester 3		
10-801-196 Oral/Interpersonal Communication	O	3
10-201-195 Advanced Web Design		3
10-201-121 Graphic Design		3
10-201-157 Social Media Concepting		3
10-203-156 Programming for Designers		3
10-206-129 Motion Design		2
		17 credits

Four Year Course Completion Plan
Madison College AA to Edgewood College BS 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
Semester 4		
10-809-197 Contemporary American Society	J, D	3
10-201-158 Interactive Design Lab		2
10-201-189 Web Project Management		3
10-201-162 Portfolio Prep		2
10-201-178 Applied UI Design		3
Elective (10-201-182 Applied Computer Graphics)	see below	3
		17 credits

Recommended Electives to Facilitate BS Completion

Design Courses

10-201-182 Applied Computer Graphics, transfers as ART210 Graphic Design
10-203-130 Intro Digital Photography, transfers as ART209 Digital Photography

Four Year Course Completion Plan
Madison College AA to Edgewood College BS 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.

	Gen Ed Requirement	Credits
Fall - Semester 5		
COR199 Bridge to COR	COR1	0
ART275 History of Graphic Design	AQ	4
ART209 Digital Photography		3
General Education	C, P, T, R, E, S, S**	4
Math or English as placed, or Gen Ed	M or W**	4
		15 credits
Spring - Semester 6		
COR2 of Choice	COR 2 (+ Tags TBD)	4
CS270 Introduction to Database Structures		4
General Education	C, P, T, R, E, S, S**	4
General Education	C, P, T, R, E, S, S**	4
		16 credits
Fall - Semester 7		
CS480 Advanced Web Development Strategies		4
ART320 Video for Graphic Designers		4
General Education	C, P, T, R, E, S, S**	4
General Education	C, P, T, R, E, S, S**	4
		16 credits
Spring - Semester 8		
ART485 Capstone (Portfolio and Internship)	COR 3	4
CS490 Research in Computer Sciences		4
General Education	C, P, T, R, E, S, S**	4
General Education or Elective		3-4
		15-16 credits

Policies:

A student majoring in Web Design & Development 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.

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.

Guaranteed Admission

Students who receive an Associate of Applied Arts Degree in Web & Digital Media 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 Web Design & Development Pathway Guide will benefit from an efficient pathway to the Web Design & Development 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 Web & Digital Media Design, students will be able to complete the Bachelor's Degree in Web Design & Development 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 Web & Digital Media 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.

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 Web Design & Development majors at Edgewood often pursue minors in Graphic Design, 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.