

GRAPHIC ARTS PERSONALIZED MARKETING (CERTIFICATE)

Art, Design and Performing Arts

Program website (<https://www.harpercollege.edu/academics/arts/graphic-arts/personalized-marketing-certificate.php>)

Program Overview

This 30 credit-hour certificate program is designed to provide students with a foundation in skills to understand the graphic arts industries web-to-print solutions and the importance of personalization and customization in print promotions. This certificate will provide training in basic graphic technologies utilizing variable data applications and digital print production. It will instruct students on how to implement a successful web-to-print workflow as well as analysis of data, digital graphic files, and delivery of the variable printed piece.

Program Requirements

Code	Title	Hours
Required		
CAS 160	Introduction to Business Software Packages	3
CIS 143	Introduction to Database Systems	3
GRA 101	Introduction to Graphic Arts Technology	3
GRA 102	Graphic Arts Desktop Publishing	3
GRA 103	Digital Imaging I	3
GRA 229	Page Layout	3
GRA 230	Prepress and Digital Front End	3
GRA 231	Personalized Marketing	3
WEB 150	Web Foundations	3
WEB 200	Web Scripting Foundations	3
Total Hours		30

Gainful Employment

Harper College provides Gainful Employment information to comply with the U.S. Department of Education.