

Advertising and Graphic Design

A30100 (Associate Degree)

D30100 (Diploma-Evening) C30100 (Certificate-Evening)

This curriculum is designed to provide students with knowledge and skills necessary for employment in the graphic design profession which emphasizes design, advertising, illustration, and digital and multimedia preparation of printed and electronic promotional materials.

Students will be trained in the development of concept and design for promotional materials such as newspaper and magazine advertisements, posters, folders, letterheads, corporate symbols, brochures, booklets, preparation of art for printing, lettering and typography, photography, and electronic media.

Graduates should qualify for employment opportunities with graphic design studios, advertising agencies, printing companies, department stores, a wide variety of manufacturing industries, newspapers, and business with in-house graphics operations.

In addition to the courses listed below, students may be required to take transition/co-requisite classes based on RISE criteria. These classes do not count toward hours required for graduation.

**This curriculum was designed to be entered in the fall of each year. Some classes may not be offered every semester.*

Title Class/Lab/Credit

I. General Education Courses

COM	120	Interpersonal Communications	3	0	3
or					
COM	231	Public Speaking	3	0	3
ENG	111	Writing and Inquiry	3	0	3
MAT	143	Quantitative Literacy	2	2	3

Select one course each from Humanities/Fine Arts and Social/Behavioral Sciences on page 79.

ART	111	Art Appreciation **Recommended	3	0	3
PSY	150	General Psychology **Recommended	3	0	3

II. Major Courses

A. Core

Required Courses

GRD	110	Typography I	2	2	3
GRD	280	Portfolio Design	2	4	4

Required Subject Areas

ART	121	Two-Dimensional Design	0	6	3
GRD	121	Drawing Fundamentals I	1	3	2
GRD	141	Graphic Design I	2	4	4
GRD	142	Graphic Design II	2	4	4
GRD	151	Computer Design Basics	1	4	3
GRD	152	Computer Design Techniques I	1	4	3

B. Other Major Courses

Take 24 credits:

ART	171	Digital Design I	0	6	3
ART	275	Introduction to Graphic Design	0	6	3
GRD	160	Photo Fundamentals I	1	4	3
GRD	241	Graphic Design III	2	4	4
GRD	242	Graphic Design IV	2	4	4
GRD	249	Advanced Design Practice	1	9	4
GRD	263	Illustrative Imaging	1	4	3
GRD	281	Design of Advertising	1	3	2

Take 3 credits:

WBL	111	Work-Based Learning I	0	10	1
WEB	115	Web Markup and Scripting	2	2	3
WEB	120	Intro. to Internet Multimedia	2	2	3
WEB	140	Web Development Tools	2	2	3
WEB	210	Web Design	2	2	3
WEB	214	Social Media	2	2	3

III. Other Required Courses

ACA	115	Success and Study Skills	0	2	1
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Total Credits: 71

Recommended Semester Schedule

First Year-Fall

ACA	115	Success and Study Skills	0	2	1
ART	121	Two-Dimensional Design	0	6	3
ART	275	Introduction to Graphic Design	0	6	3
ENG	111	Writing and Inquiry	3	0	3
GRD	141	Graphic Design I	2	4	4
GRD	151	Computer Design Basics	1	4	3

First Year-Spring

ART	171	Digital Design I	0	6	3
COM	231	Public Speaking	3	0	3
GRD	121	Drawing Fundamentals I	1	3	2
GRD	142	Graphic Design II	2	4	4
GRD	152	Computer Design Techniques	1	4	3

First Year-Summer

GRD	160	Photo Fundamentals I	1	4	3
GRD	281	Design of Advertising	1	3	2

Second Year-Fall

GRD	110	Typography	2	2	3
GRD	241	Graphic Design III	2	4	4
GRD	263	Illustrative Imaging	1	4	3

MAT	143	Quantitative Literacy	2	2	3
Major Elective-See list of courses			3	0	3

Second Year-Spring

ART	111	Art Appreciation ** Recommended	3	0	3
GRD	242	Graphic Design IV	2	4	4
GRD	249	Advanced Design Practice	1	9	4
GRD	280	Portfolio Design	2	4	4
PSY	150	General Psychology **Recommended	3	0	3

Advertising and Graphic Design Diploma Program (D30100)

Title Class/Lab/Credit

I. General Education Courses

COM	120	Interpersonal Communications	3	0	3
or					
COM	231	Public Speaking	3	0	3
ENG	111	Writing and Inquiry	3	0	3

II. Major Courses

Core

GRD	110	Typography I	2	2	3
GRD	280	Portfolio Design	2	4	4

Required Subject Areas

ART	121	Two-Dimensional Design	0	6	3
GRD	121	Drawing Fundamentals I	1	3	2
GRD	141	Graphic Design I	2	4	4
GRD	142	Graphic Design II	2	4	4
GRD	151	Computer Design Basics	1	4	3
GRD	152	Computer Design Techniques I	1	4	3

III. Other Major Courses

ART	171	Digital Design I	0	6	3
ART	275	Introduction to Graphic Design	0	6	3
GRD	281	Design of Advertising	1	3	2

IV. Other Required Courses

ACA	115	Success and Study Skills	0	2	1
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Total Credits: 41

Recommended Semester Schedule

First Year-Fall

ACA	115	Success and Study Skills	0	2	1
ART	121	Two-Dimensional Design	0	6	3

ART	275	Introduction to Graphic Design	0	6	3
GRD	141	Graphic Design I	2	4	4
GRD	151	Computer Design Basics	1	4	3

First Year-Spring

ART	171	Digital Design I	0	6	3
GRD	121	Drawing Fundamentals I	1	3	2
GRD	142	Graphic Design II	2	4	4
GRD	152	Computer Design Techniques	1	4	3

First Year-Summer

COM	231	Public Speaking	3	0	3
ENG	111	Writing and Inquiry	3	0	3
GRD	281	Design of Advertising	1	3	2

Second Year-Fall

GRD	110	Typography	2	2	3
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Second Year-Spring

GRD	280	Portfolio Design	2	4	4
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Advertising and Graphic Design Certificate Program (C30100)

Title Class/Lab/Credit

I. Major Courses

ART	121	Two-Dimensional Design	0	6	3
GRD	141	Graphic Design I	2	4	4
GRD	151	Computer Design Basics	1	4	3

II. Other Major Courses

ART	171	Digital Design I	0	6	3
ART	275	Introduction to Graphic Design	0	6	3

Total Credits: 16

Recommended Semester Schedule

First Year-Fall

ART	275	Introduction to Graphic Design	0	6	3
GRD	151	Computer Design Basics	1	4	3

First Year-Spring

ART	171	Digital Design I	0	6	3
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Second Year-Fall

ART	121	Two-Dimensional Design	0	6	3
GRD	141	Graphic Design I	2	4	4

