# ADVERTISING AND GRAPHIC DESIGN
## A.A.S. Program (A30100)

**Courses required to meet graduation requirements in this curriculum are offered during day hours only. Minimum time for completion: five semesters full-time attendance. The Associate in Applied Science degree is awarded graduates of this curriculum.**

The Advertising and Graphic Design 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 businesses with in-house graphics operations.

## GENERAL EDUCATION COURSES:     SHC

English/Communications:
| | | | |
|---|---|---|---|
| ENG | 111 | Writing and Inquiry | 3 |
| ENG | 113 | Literature-Based Research | 3 |
| | OR | ENG 114 Prof Research & Reporting | 3 |

Humanities/Fine Arts:
| | | |
|---|---|---|
| Elective | | 3 |

Natural Sciences/Mathematics:
| | | | |
|---|---|---|---|
| MAT | 143 | Quantitative Literacy | 3 |
| | OR | MAT 152 Statistical Methods I | 4 |
| | OR | MAT 171 Precalculus Algebra | 4 |

Social/Behavioral Sciences:
| | | |
|---|---|---|
| Elective | | 3 |

## MAJOR COURSES:
| | | | |
|---|---|---|---|
| BUS | 110 | Introduction to Business | 3 |
| GRA | 151 | Computer Graphics I | 2 |
| GRA | 152 | Computer Graphics II | 2 |
| GRA | 153 | Computer Graphics III | 2 |
| GRA | 255 | Image Manipulation I | 2 |
| GRD | 110 | Typography I | 3 |
| GRD | 121 | Drawing Fundamentals I | 2 |
| GRD | 131 | Illustration I | 2 |
| GRD | 141 | Graphic Design I | 4 |
| GRD | 142 | Graphic Design II | 4 |
| GRD | 180 | Interactive Design | 3 |
| GRD | 241 | Graphic Design III | 4 |
| GRD | 249 | Advanced Design Practice | 4 |
| GRD | 265 | Digital Print Production | 3 |
| GRD | 280 | Portfolio Design | 4 |
| MKT | 120 | Principles of Marketing | 3 |
| Program Elective OR Work-Based Learning | | | 3 |

Students are required to take 3 SHC from the following:
| | | | |
|---|---|---|---|
| ART | 131 | Drawing I | 3 |
| ART | 231 | Printmaking I | 3 |
| ART | 264 | Digital Photography I | 3 |
| CIS | 110 | Introduction to Computers | 3 |
| GRA | 121 | Graphic Arts I | 4 |
| GRA | 256 | Image Manipulation II | 2 |
| GRD | 271 | Multimedia Design I | 2 |
| MKT | 220 | Advertising and Sales Promotion | 3 |
| MKT | 221 | Consumer Behavior | 3 |
| PHO | 110 | Fund of Photography | 5 |
| PRN | 155 | Screen Printing I | 2 |
| PRN | 156 | Screen Printing II | 2 |
| SGD | 111 | Introduction to SGD | 3 |
| SGD | 112 | SGD Design | 3 |
| SGD | 114 | 3D Modeling | 3 |
| WBL | XXX | Work-Based Learning | 1-3 |
| WEB | 110 | Internet/Web Fundamentals | 3 |
| WEB | 111 | Intro to Web Graphics | 3 |
| WEB | 120 | Intro Internet Multimedia | 3 |

## OTHER REQUIRED COURSES:
| | | | |
|---|---|---|---|
| ACA | 111 | College Student Success | 1 |

**Work-Based Learning Option:** Qualified students may elect to take up to 3 credit hours of Work-Based Learning in place of 3 hours Program electives.

**Total Credit Hours Required ................................................................ 66/67**

**Con't.**

## Advertising and Graphic Design • A30100
## Suggested Program Sequence Day

| | | | Class | Lab | Clin/WkExp | Credit |
|---|---|---|---|---|---|---|
| **Fall – 1st Year** | | | | | | |
| ACA | 111 | College Student Success | 1 | 0 | 0 | 1 |
| GRA | 151 | Computer Graphics I | 1 | 3 | 0 | 2 |
| GRD | 141 | Graphic Design I | 2 | 4 | 0 | 4 |
| GRD | 110 | Typography I | 2 | 2 | 0 | 3 |
| GRD | 121 | Drawing Fundamentals I | 1 | 3 | 0 | 2 |
| ENG | 111 | Writing and Inquiry | 3 | 0 | 0 | 3 |
| | | Total | 10 | 12 | 0 | 15 |
| **Spring – 1st year** | | | | | | |
| GRA | 152 | Computer Graphics II | 1 | 3 | 0 | 2 |
| GRD | 142 | Graphic Design II | 2 | 4 | 0 | 4 |
| GRA | 255 | Image Manipulation I | 1 | 3 | 0 | 2 |
| GRD | 131 | Illustration I | 1 | 3 | 0 | 2 |
| ENG | 113 | Literature-Based Research | 3 | 0 | 0 | 3 |
| | OR | ENG 114 Prof Research & Reporting | 3 | 0 | 0 | 3 |
| | | Total | 8 | 13 | 0 | 13 |
| **Summer – 1st year** | | | | | | |
| BUS | 110 | Introduction to Business | 3 | 0 | 0 | 3 |
| MAT | 143 | Quantitative Literacy | 2 | 2 | 0 | 3 |
| | OR | MAT 152 Statistical Methods I | 3 | 2 | 0 | 4 |
| | OR | MAT 171 Precalculus | 3 | 2 | 0 | 4 |
| Social/Behavioral Science Elective | | | 3 | 0 | 0 | 3 |
| | | Total | 8/9 | 2 | 0 | 9/10 |
| **Fall – 2nd year** | | | | | | |
| GRA | 153 | Computer Graphics III | 1 | 3 | 0 | 2 |
| GRD | 180 | Interactive Design | 1 | 4 | 0 | 3 |
| GRD | 241 | Graphic Design III | 2 | 4 | 0 | 4 |
| GRD | 265 | Digital Print Production | 1 | 4 | 0 | 3 |
| MKT | 120 | Principles of Marketing | 3 | 0 | 0 | 3 |
| | | Total | 8 | 15 | 0 | 15 |
| **Spring – 2nd year** | | | | | | |
| GRD | 249 | Advanced Design Practice | 1 | 9 | 0 | 4 |
| GRD | 280 | Portfolio Design | 2 | 4 | 0 | 4 |
| Humanities/Fine Arts Elective | | | 3 | 0 | 0 | 3 |
| Program/ Work-Based Learning Elective | | | | | | 3 |
| | | Total | 6 | 13 | 0 | 14 |
| | | Grand Total | 40/41 | 55 | 0 | 66/67 |

Program Electives 3 SHC: Must be selected from the following list:
ART 131, ART 231, ART 264, CIS 110, GRA 121, GRA 256, GRD 271, MKT 220, MKT 221, PHO 110, PRN 155, PRN 156, SGD 111, SGD 112, SGD 114, WEB 110, WEB 111, WEB 120, WBL XXX.