

ADVERTISING & GRAPHIC DESIGN

Contact(s): Josh Gooch (<https://www.stanly.edu/college-information/directory?id=1065>)

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.

Learning Outcomes

Upon completion of this program, students will be able to:

- Demonstrate an application of design theory using industry standard software.
- Showcase advanced software skills in industry-specific software.
- Progress a concept to creation following graded project timeline milestones of Roughs Presentation and Idea Critique, Digital Comp Critique, and Complete Project Submission.
- Create complete output-specific design files meeting specific industry standards for web and print.
- Demonstrate the ability to answer a client brief through effective visual communication solutions.

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Advertising and Graphic Design – Associate in Applied Science – A30100

Course	Title	Credit Hours
First Year		
Fall		
ACA 111	College Student Success	1
CIS 110	Introduction to Computers	3
DES 125	Visual Presentation I	2
DES 135	Principles and Elements of Design I	4

ENG 111	Writing and Inquiry	3
GRD 110	Typography I	3
Credit Hours		16

Spring

ENG 112 or ENG 114	Writing and Research in the Disciplines or Professional Research & Reporting	3
GRD 131 or GRD 230	Illustration I or Technical Illustration	2
GRD 141	Graphic Design I	4
GRD 151	Computer Design Basics	3
WEB 111	Introduction to Web Graphics	3
Credit Hours		15

Summer

ART 111	Art Appreciation	3
Technical Elective		3
Credit Hours		6

Second Year

Fall

GRA 121	Graphic Arts I	4
GRD 142	Graphic Design II	4
GRD 152	Computer Design Techniques I	3
MAT 143 or MAT 171	Quantitative Literacy or Precalculus Algebra	3
Social Science Elective *		3
Credit Hours		17

Spring

GRD 241	Graphic Design III	4
GRD 280	Portfolio Design	4
WBL 111	Work-Based Learning I	1
Technical Elective		6
Credit Hours		15
Total Credit Hours		69

Technical Electives

Code	Title	Credit Hours
BUS 110	Introduction to Business	3
CET 111	Computer Upgrade/Repair I	3
CTS 115	Information Systems Business Concepts	3
CTS 120	Hardware/Software Support	3
CTS 125	Presentation Graphics	3
GRD 167	Photographic Imaging I	3
MKT 120	Principles of Marketing	3
NOS 110	Operating Systems Concepts	3
SGD 114	3D Modeling	3
SGD 161	Simulation and Game Animation	3
SGD 162	Simulation and Game 3-D Animation	3
SGD 164	Simulation and Game Audio and Video	3
WEB 110	Internet/Web Fundamentals	3
WEB 120	Introduction to Internet Multimedia	3

*Please see the Suggested Humanities and Social/Behavioral Science Elective List for AAS Majors webpage (<http://catalog.stanly.edu/curriculum->

programs-study/suggested-humanities-social-science-electives-list-for-aas-majors).

Advertising and Graphic Design Diploma Option – D30100

Gainful Employment Disclosure (<https://www.stanly.edu/ajax/gedt/ED30100.html>)

Course	Title	Credit Hours
First Year		
Fall		
ACA 111	College Student Success	1
CIS 110 or CIS 111	Introduction to Computers or Basic PC Literacy	3
DES 125	Visual Presentation I	2
DES 135	Principles and Elements of Design I	4
GRA 121	Graphic Arts I	4
GRD 110	Typography I	3
Credit Hours		17
Spring		
GRD 131	Illustration I	2
GRD 141	Graphic Design I	4
GRD 142	Graphic Design II	4
GRD 151	Computer Design Basics	3
WEB 111	Introduction to Web Graphics	3
Credit Hours		16
Summer		
ENG 111	Writing and Inquiry	3
Humanities Elective *		3
Credit Hours		6
Total Credit Hours		39

*Please see the *Suggested Humanities and Social/Behavioral Science Elective List for AAS Majors webpage* (<http://catalog.stanly.edu/curriculum-programs-study/suggested-humanities-social-science-electives-list-for-aas-majors>).

Advertising and Graphic Design Web Design Diploma Option - D30100W

Gainful Employment Disclosure (<https://www.stanly.edu/ajax/gedt/ED30100W.html>)

Course	Title	Credit Hours
First Year		
Fall		
ACA 111	College Student Success	1
CIS 110	Introduction to Computers	3
DES 125	Visual Presentation I	2
GRD 152	Computer Design Techniques I	3
MKT 120	Principles of Marketing	3
WEB 110	Internet/Web Fundamentals	3
Credit Hours		15

Spring

GRD 141	Graphic Design I	4
GRD 151	Computer Design Basics	3
WEB 111	Introduction to Web Graphics	3
WEB 115	Web Markup and Scripting	3
WEB 140	Web Development Tools	3
Credit Hours		16

Summer

ART 111	Art Appreciation	3
ENG 111	Writing and Inquiry	3
Credit Hours		6
Total Credit Hours		37

Advertising and Graphic Design Certificate Option – C30100

Gainful Employment Disclosure (<https://www.stanly.edu/ajax/gedt/EC30100.html>)

Course	Title	Credit Hours
First Year		
ACA 111	College Student Success	1
DES 125	Visual Presentation I	2
DES 135	Principles and Elements of Design I	4
GRD 110	Typography I	3
GRD 131	Illustration I	2
GRD 141	Graphic Design I	4
Credit Hours		16
Total Credit Hours		16

Advertising and Graphic Design CCP

Tuition-waived program for Career & College Promise (<https://www.stanly.edu/future-students/career-college-promise>) (high school juniors and seniors)

Code	Title	Credit Hours
DES 125	Visual Presentation I	2
DES 135	Principles and Elements of Design I	4
GRD 110	Typography I	3
GRD 131	Illustration I	2
GRD 141	Graphic Design I	4
Total Credit Hours		15

View Our Video (<https://youtu.be/cPN5V-LvhDE>)