

PROGRAMS

ADVERTISING & GRAPHIC DESIGN

Contact(s): Josh Gooch

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.

Advertising & Graphic Design - Degree - A30100

First Year		
Fall		Credit Hours
ACA 111	College Student Success	1
CIS 110	Introduction to Computers	3
DES 135	Principles and Elements of Design I	4
ENG 111	Writing and Inquiry	3
GRD 110	Typography I	3
GRD 121	Drawing Fundamentals I	2
	Credit Hours	16
Spring		Credit Hours
ENG 112 or ENG 114	Writing and Research in the Disciplines Professional Research & Reporting	3
GRD 131 or GRD 230	Illustration I 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		Credit Hours
ART 111	Art Appreciation	3
Technical Elective *		3
	Credit Hours	6
Second Year		
Fall		Credit Hours
GRA 121	Graphic Arts I	4
GRD 142	Graphic Design II	4

Programs

GRD 152	Computer Design Techniques I	3
MAT 143 or MAT 171	Quantitative Literacy Precalculus Algebra	3-4
Social Science Elective *		3
	Credit Hours	17-18
Spring		Credit Hours
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	69-70

Technical Electives

Courses		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	SGD 3D Modeling I	3
SGD 161	SGD 2D Animation	3
SGD 162	SGD 3D Animation I	3
SGD 164	SGD Audio/Video	3
WEB 110	Web Development Fundamentals	3
WEB 120	Introduction to Internet Multimedia	3

Advertising and Graphic Design Part-time Pathway

Term 1		Credit Hours
ACA 111	College Student Success	1
DES 135	Principles and Elements of Design I	4
GRD 110	Typography I	3
GRD 121	Drawing Fundamentals I	2
	Credit Hours	10
Term 2		Credit Hours
GRD 131 or GRD 230	Illustration I Technical Illustration	2
GRD 141	Graphic Design I	4

GRD 151	Computer Design Basics	3
	Credit Hours	9
Term 3		Credit Hours
CIS 110	Introduction to Computers	3
ENG 111	Writing and Inquiry	3
	Credit Hours	6
Term 4		Credit Hours
GRA 121	Graphic Arts I	4
GRD 142	Graphic Design II	4
GRD 152	Computer Design Techniques I	3
	Credit Hours	11
Term 5		Credit Hours
GRD 241	Graphic Design III	4
Social Science elective *		3
Technical elective *		3
	Credit Hours	10
Term 6		Credit Hours
ENG 112 or ENG 114	Writing and Research in the Disciplines Professional Research & Reporting	3
MAT 143 or MAT 171	Quantitative Literacy Precalculus Algebra	3-4
	Credit Hours	6-7
Term 7		Credit Hours
ART 111	Art Appreciation	3
Technical elective *		6
	Credit Hours	9
Term 8		Credit Hours
GRD 280	Portfolio Design	4
WBL 111	Work-Based Learning I	1
WEB 111	Introduction to Web Graphics	3
	Credit Hours	8
	Total Credit Hours	69-70

Advertising & Graphic Design Diploma - D30100

First Year		
Fall		Credit Hours
ACA 111	College Student Success	1
CIS 110 or CIS 111	Introduction to Computers Basic PC Literacy	2-3
DES 135	Principles and Elements of Design I	4
GRA 121	Graphic Arts I	4

Programs

GRD 110	Typography I	3
GRD 121	Drawing Fundamentals I	2
	Credit Hours	16-17
Spring		Credit Hours
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		Credit Hours
ENG 111	Writing and Inquiry	3
Humanities Elective*		3
	Credit Hours	6
	Total Credit Hours	38-39

Advertising & Graphic Design Web Design Diploma - D30100W

First Year		
Fall		Credit Hours
ACA 111	College Student Success	1
CIS 110	Introduction to Computers	3
GRD 121	Drawing Fundamentals I	2
GRD 152	Computer Design Techniques I	3
MKT 120	Principles of Marketing	3
WEB 110	Web Development Fundamentals	3
	Credit Hours	15
Spring		Credit Hours
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		Credit Hours
ART 111	Art Appreciation	3
ENG 111	Writing and Inquiry	3
	Credit Hours	6
	Total Credit Hours	37

Advertising & Graphic Design Certificate - C30100

First Year		
Fall		Credit Hours
ACA 111	College Student Success	1
DES 135	Principles and Elements of Design I	4
GRD 110	Typography I	3
GRD 121	Drawing Fundamentals I	2
GRD 131	Illustration I	2
GRD 141	Graphic Design I	4
	Credit Hours	16
	Total Credit Hours	16

Advertising & Graphic Design CCP

Courses		Credit Hours
DES 135	Principles and Elements of Design I	4
GRD 110	Typography I	3
GRD 121	Drawing Fundamentals I	2
GRD 131	Illustration I	2
GRD 141	Graphic Design I	4
	Total Credit Hours	15