



Advertising + Graphic Design

Associate in Applied Science Degree in Visual Arts

Program **ADV.GRA.AAS**
CIP 500402

Advertising + Graphic Design, a comprehensive art program in the Visual Arts A.A.S. degree, emphasizes concept development and visual communication skills. The degree program prepares students for positions as graphic designers, art directors, design consultants, web/digital designers, prepress specialists, exhibit designers, packaging developers, and visual communicators. These positions are most often found in advertising agencies, design firms, corporate communication departments, interactive multimedia studios, and the television, film and media industries.

Students gain a thorough understanding of the discipline by preparing for advanced study in graphic design, advertising design, and web/digital design. The program parallels the first two years of education at a majority of undergraduate universities and art colleges, with an emphasis on career training for gainful employment.

The general principles studied and practiced in these courses are the foundation of creative thinking and successful solutions for graphic design, illustration, and advertising art direction communication problems. The design course sequence emphasizes the development of creative thinking, problem solving, and forms of visual communication.

Most coursework takes place in a studio using regularly upgraded professional-quality hardware and software. Applying Macintosh as well as PC platforms, the equipment used at MCCC is the same as that most commonly used by agencies, studios, and corporate art departments.

The program may be pursued on a full-time or part-time basis. Some courses may only be offered during the day.

PROGRAM OUTCOMES

- Apply computer applications to design principles;
- Visualize and practice professional typography;
- Design and present professional-quality work;
- Create professional-quality logos, newsletters, posters, brochures, websites, publications, and advertisements;
- Create web pages that use design principles that communicate effectively;
- Develop and present creative ideas in both written and oral formats;
- Develop a professional portfolio to serve in the pursuit of further education or employment.

Curriculum

Code	Course (lecture/lab hours)	Credits
FIRST SEMESTER		
ART 102	Basic Drawing (1/4)	3
ART 105	Two-Dimensional Design (1/4)	3
CSW 100	College Success and Personal Wellness (2/0)†	2
DMA 105	Introduction to Computer Art (1/4)	3
ENG 101	English Composition I (3/0)	3
SECOND SEMESTER		
ADV 101	Advertising Design I (1/4)	3
ADV 110	Typography I: Basics of Graphic Design (1/4)	3
ART 104	Life Drawing (1/4)	3
CMN 111	Speech: Human Communication (3/0) OR	3
CMN 112	Public Speaking (3/0)	3
ENG 102	English Composition II (3/0)	3
MAT —	Mathematics elective ¹	3
THIRD SEMESTER		
ADV 201	Advertising Design II (1/4)	3
ADV 210	Publication Design (1/4)	3
DMA 110	Digital Imaging (1/4)	3
DMA 145	Web Design I (1/4) OR	3
CMN 146	Social Media Technologies (2/2)	3
ART —	Art History elective ²	3
FOURTH SEMESTER		
ADV 202	Advertising Design III (1/4)	3
ART 106	Three-Dimensional Design (1/4)	3
ART 123	History of Modern Art (3/0)	3
PHO 103	Digital Photography I (2/3)	3
— —	Science OR Technology general ed. elective ³	3
— —	Professional elective ⁴	3
		65

NOTE: Electives should be selected in consultation with an academic advisor in order to assure maximum transfer of credits.

¹ MAT 120 or 125 recommended. Select in consultation with an academic advisor.

² Select from ART 121, 122, 124, 125.

³ Select in consultation with an academic advisor.

⁴ Select from ADV 220, 230; DMA 245.

† Some exemptions apply. Consult academic advisor for details.

NOTE: Students must earn a minimum grade of C in ADV 101, 201, 202, 210; ART 105; DMA 105 and 145 to graduate.

NOTE: All program listings are subject to periodic updates. Please consult your program advisor, academic division, or www.mccc.edu/programs_degree