

Advertising + Graphic Design

Associate in Applied Science Degree in Visual Arts

Program A4100
CIP 500402

The Advertising + Graphic Design option of the Visual Arts A.A.S. degree prepares students for positions as designers, graphic communicators, and assistant art directors. These positions are most often found in advertising agencies, design firms, corporate communication departments, interactive multimedia studios, and the television industry.

It also prepares students for advanced study in graphic design, advertising design, web design, or visual communication. The option 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 design sequence emphasizes the development of creative thinking and forms of visual communication while introducing students to the skills and techniques used to create these visual images. 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.

Successful graduates of the Advertising + Graphic Design option will be able to:

- apply computer applications to design principles;
- visualize and practice professional typography;
- recognize elements of proper design in professional-quality work;
- design professional-quality logos, newsletters, posters, brochures, websites, publications, and advertisements;
- create web pages that use design principles that communicate effectively;
- develop and present ideas in both written and oral formats;
- create a professional portfolio to serve in the pursuit of further education or employment.

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

Curriculum

Code	Course (lecture/lab hours)	Credits
ENG 101	English Composition I (3/0)	3
ART 102	Basic Drawing (1/4)	3
ART 105	Two-Dimensional Design (1/4)	3
ART 106	Three-Dimensional Design (1/4)	3
DMA 105	Introduction to Computer Art (1/4)	3
ART —	Art History elective ¹	3
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
DMA 110	Digital Imaging (1/4)	3
ART 123	History of Modern Art (3/0)	3
ADV 210	Typography II: Desktop Publishing (1/4)	3
ADV 201	Advertising Design II (1/4)	3
PHO 101	Introduction to Photography (3/2)	3
DMA 145	Web Design I (1/4)	3
— —	Social Science general education elective ²	3
ADV 202	Advertising Design III (1/4)	3
ADV 220	Illustration I (1/4)	3
ENG 112	English Composition II with Speech (3/0) ³	3
HPE 110	Concepts of Health and Fitness (1/2)†	2
— —	Mathematics elective ⁴	3
— —	Science OR Technology elective	3
		65

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

¹ Select from ART 121, 122, 124, 125.

² PSY 101 is highly recommended.

³ Students who plan to transfer to a four-year college should take ENG 102 and CMN 111 or 112 instead of ENG 112.

⁴ Select in consultation with an academic advisor. Students planning a four-year degree are advised to take MAT 108 or 120.

†HPE 111 is an acceptable alternative.

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

