



Advertising/Graphic Design Technology (ADGR)

The Advertising/Graphic Design program offers the Associate of Applied Science degree, (designed for completion in four semesters), and a 30-hour Graphic Design certificate. These programs prepare students for entry-level graphic design careers in all areas of print and broadcast. The curricula cover the essentials of design and production. Students are required to purchase their own basic layout tools and supplies from a list made available on the first class day.

First Year

First Semester

Course	Semester Hours
ARTC 1317 Design Communication I or ARTS 2313	3
ARTC 1302 Digital Imaging I	3
ARTC 1325> Introduction to Computer Graphics	3
ARTS 1316 Drawing I	3
Speech Elective	3
	15

Second Semester

Course	Semester Hours
ARTC 1313 Digital Publishing I	3
ARTS 1311 Design I	3
ARTC 2305 Digital Imaging II	3
IMED 1316 Web Design I	3
ENGL 1301 Composition I	3
	15

Second Year

First Semester

Course	Semester Hours
ARTC 1349 Art Direction I	3
ARTC 1309 Basic Illustration or ARTS 2316 Painting I	3
ARTS 1303 Art History I or ARTS 1304 Art History II	3
ARTC 2317 Typographic Design	3
Social & Behavioral Science Elective	3
	15

Second Semester

Course	Semester Hours
ARTC 2349 Art Direction II	3
IMED 2315 Web Design II	3
ARTC 2301 Illustration Techniques II	3
ARTC 2335 Portfolio Development for Graphic Design**	3
Natural Science or Math Elective	3
	15

Total Hours 60

+ Course of study identification number.

> Designates courses which articulate with high school courses.

** Capstone Experience.

Note: A student who completes the required courses with an overall average of C may receive an Associate of Applied Science degree.