

## Advertising/Graphic Design Technology +6224

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
SPCH ....	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.