

COMPUTER TECHNOLOGIES

ADVERTISING & GRAPHIC DESIGN

Advertising and Graphic Design Degree - A30100

-Day, Evening & Online

The Advertising and Graphic Design curriculum is designed to provide students with knowledge and skills necessary for employment in the graphic design profession that emphasizes design, advertising, print production, web design, photography, social media, multimedia and video editing using industry standard tools.

Students will be trained in the development and design for promotional materials, such as newspaper and magazine advertisements, posters, folders, letterheads, logos, brochures, booklets, preparation of art for printing, lettering and typography, photography, and electronic media. Students will also become familiar designing and maintaining simple websites using industry best practices.

Graduates should qualify for employment opportunities with graphic design studios, advertising agencies, printing companies, department stores, and a wide variety of manufacturing industries, newspapers, and organizations with in-house graphics operations.

Graphics Design Certificate C30100A

-Online Only

The Graphics and Design certificate is designed to provide students with knowledge and skills in the areas of typography and design using industry standard software.

Web and Graphic Design Certificate - C30100B

-Online Only

The Web and Graphic Design certificate curriculum is designed to provide students with the knowledge and skills necessary to design for print and web. Students will be trained in the use of typography, computer design, and Web development tools to develop and design for print and web delivery.

Advanced Graphic Design Certificate - C30100D

-Online

Certificate in graphic design, advertising, and social media concepts.

Design Basics Certificate - C30100E

-Online

Introduction to the principles of design and applying them using industry standard tools.

Design Portfolio Certificate - C30100F

-Day

Certificate leads to creation of an online and physical graphic design portfolio.

Program Sequence

First Semester

GRD 110	Typography I	3
GRD 121	Drawing Fundamentals I	2
GRD 141	Graphic Design I	4
GRD 151	Computer Design Basics	3
GRD 167	Photographic Imaging I	3

SECOND SEMESTER

ENG 111	Writing and Inquiry	3
GRD 142	Graphic Design II	4
GRD 152	Computer Design Technology I	3
GRD 282	Advertising Copywriting	2
WEB 140	Web Development Tools	3
GRD 145	Design Applications I	1

SUMMER SEMESTER

WEB 214	Social Media	3
— —	ART 111 or HUM 230	3
— —	MAT 121 or MAT 110 or MAT 143	3

THIRD SEMESTER

GRD 230	Technical Illustration	2
GRD 241	Graphic Design III	4
WEB 210	Web Design	3
— —	ECO 252 or PSY 150	3
GRD 265	Digital Print Production	3
GRD 146	Design Applications II	1

FOURTH SEMESTER

GRD 263	Illustrative Imaging	3
GRD 271	Multimedia Design 1	2
GRD 280	Portfolio Design	4
GRD 285	Client/Media Relations	2
— —	COM 120 or COM 231	3
— —	WBL 111 or GRD 246 or WBL 112	1

Graduation Requirements.....71 Credit Hours