

# 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.

#### 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 |
| — —     | HUM 110 or HUM 115 or PHI 240 ..... | 3 |
| — —     | MAT 110, 121, 143, 152 or 171 ..... | 3 |

##### THIRD SEMESTER

|         |                                |   |
|---------|--------------------------------|---|
| GRD 230 | Technical Illustration .....   | 2 |
| GRD 241 | Graphic Design III .....       | 4 |
| WEB 210 | Web Design .....               | 3 |
| — —     | ECO 252 or ECO 251 .....       | 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 |
| — —     | ENG 112 or ENG 114 .....            | 3 |
| — —     | WBL 111 or GRD 246 or WBL 112 ..... | 1 |

**Graduation Requirements.....71 Credit Hours**

### 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.

|         |                              |   |
|---------|------------------------------|---|
| GRD 110 | Typography I .....           | 3 |
| GRD 141 | Graphic Design I .....       | 4 |
| GRD 151 | Computer Design Basics ..... | 3 |
| GRD 152 | Computer Design Tech I ..... | 3 |
| GRD 263 | Illustrative Imaging .....   | 3 |

**Graduation Requirements..... 16 Credit Hours**

### 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.

|         |                                    |   |
|---------|------------------------------------|---|
| GRD 110 | Typography I .....                 | 3 |
| GRD 151 | Computer Design Basics .....       | 3 |
| GRD 152 | Computer Design Technology I ..... | 3 |
| WEB 140 | Web Development Tools .....        | 3 |
| WEB 210 | Web Design .....                   | 3 |

**Graduation Requirements..... 15 Credit Hours**

### Advanced Graphic Design Certificate - C30100D

-Online

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

|         |                               |   |
|---------|-------------------------------|---|
| GRD 282 | Advertising Copywriting ..... | 2 |
| GRD 142 | Graphic Design II .....       | 4 |
| GRD 167 | Photographic Imaging I .....  | 3 |
| GRD 241 | Graphic Design III .....      | 4 |
| WEB 214 | Social Media .....            | 3 |

**Graduation Requirements..... 16 Credit Hours**

### Design Basics Certificate - C30100E

-Online

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

|         |                              |   |
|---------|------------------------------|---|
| GRD 121 | Drawing Fundamentals I ..... | 2 |
| GRD 141 | Graphic Design I .....       | 4 |
| GRD 145 | Design Applications I .....  | 1 |
| GRD 142 | Graphic Design II .....      | 4 |
| GRD 151 | Computer Design Basics ..... | 3 |

**Graduation Requirements..... 14 Credit Hours**

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## Design Portfolio Certificate - C30100F

-Day

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

|         |                                |   |
|---------|--------------------------------|---|
| WEB 140 | Web Development Tools .....    | 3 |
| GRD 265 | Digital Print Production ..... | 3 |
| GRD 280 | Portfolio Design .....         | 4 |
| GRD 285 | Client / Media Relations ..... | 2 |

**Graduation Requirements ..... 12 Credit Hours**