

# Advertising & Graphic Design

## Career Technologies

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### ABOUT THIS FIELD

The Advertising and Graphic Design curriculum is designed to provide students with knowledge and skills necessary for employment in the graphic design profession, which emphasizes design, advertising, illustration and digital and multimedia preparation of printed and electronic promotional materials.



### WHAT YOU'LL STUDY

Students will be trained in the development of concept and design for promotional materials such as newspaper and magazine advertisements, posters, folders, letterheads, corporate symbols, brochures, booklets, preparation of art for printing, lettering and typography, photography, and electronic media.



### WHAT YOU CAN DO

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




### PROGRAM START DATES:

Fall or Spring Semester

### FOR MORE INFORMATION CONTACT:

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 828.339.4233

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### CLASSES YOU'LL NEED TO TAKE

#### ASSOCIATE IN APPLIED SCIENCE DEGREE (AAS) A30100

Total Semester Hour Credits: 73

#### FALL SEMESTER 1

Prefix	#	Title	Class	Lab	Clinical	Credit
ACA	111	College Student Success	1	0	0	1
GRD	121	Drawing Fundamentals I	1	3	0	2
GRD	141	Graphic Design I	2	4	0	4
GRD	145	Design Applications I	0	3	0	1
GRD	151	Computer Design Basics	1	4	0	3

#### Choose one of the following:

ENG	110	Freshman Composition	3	0	0	3
ENG	111	Writing and Inquiry	3	0	0	3

#### Choose one of the following:

ART	111	Art Appreciation	3	0	0	3
HUM	115	Critical Thinking	3	0	0	3
Totals			11	14	0	17

#### SPRING SEMESTER 1

COM	120	Interpersonal Communication	3	0	0	3
GRD	110	Typography I	2	2	0	3
GRD	142	Graphic Design II	2	4	0	4
GRD	152	Computer Design Tech I	1	4	0	3
GRD	230	Technical Illustration	1	3	0	2
Totals			9	13	0	15

#### SUMMER SEMESTER

#### Choose one of the following:

PSY	118	Interpersonal Psychology	3	0	0	3
PSY	150	General Psychology	3	0	0	3

#### Choose one of the following:

MAT	110	Mathematical Measurement & Lit.	2	2	0	3
MAT	143	Quantitative Literacy	2	2	0	3
Totals			5	2	0	6

#### FALL SEMESTER 2

GRA	121	Graphic Arts I	2	4	0	4
GRD	131	Illustration I	1	3	0	2
GRD	153	Computer Design Tech II	1	4	0	3
GRD	241	Graphic Design III	2	4	0	4
GRD	281	Design of Advertising	1	3	0	2

#### Choose one of the following:

ART	264	Digital Photography I	1	4	0	3
GRD	167	Photographic Imaging I	1	4	0	3
Totals			8	22	0	18

#### SPRING SEMESTER 2

GRA	220	Industry Survey	1	2	0	2
GRD	210	Airbrush I	1	2	0	2
GRD	242	Graphic Design IV	2	4	0	4
GRD	247	Design Applications IV	0	3	0	1
GRD	280	Portfolio Design	2	4	0	4
PHO	222	Video Production	2	2	0	3

#### Choose one of the following:

WBL	111	Work-Based Learning I	0	0	10	1
GRD	146	Design Applications II	0	3	0	1
Totals			8	17-20	0-10	17

### CERTIFICATE OPTIONS

#### CERTIFICATE - C30100 & C35100CP\*

Total Semester Hour Credits: 13

#### FALL SEMESTER 1

Prefix	#	Title	Class	Lab	Clinical	Credit
GRD	121	Drawing Fundamentals I	1	3	0	2
GRD	141	Graphic Design I	2	4	0	4
Totals			3	7	0	6

#### SPRING SEMESTER 1

GRD	110	Typography I	2	2	0	3
GRD	142	Graphic Design II	2	4	0	4
Totals			4	6	0	7

#### DESIGN CERTIFICATE - C30100D & C35100DP\*

Total Semester Hour Credits: 14

#### FALL SEMESTER 1

GRD	141	Graphic Design I	2	4	0	4
GRD	151	Computer Design Basics	1	4	0	3
Totals			3	8	0	7

#### SPRING SEMESTER 1

GRD	142	Graphic Design II	2	4	0	4
GRD	152	Computer Design Tech I	1	4	0	3
Totals			3	8	0	7

#### ILLUSTRATION CERTIFICATE - C30100I & C35100IP\*

Total Semester Hour Credits: 13

#### FALL SEMESTER 1

GRD	121	Drawing Fundamentals I	1	3	0	2
GRA	121	Graphic Arts I	2	4	0	4
Totals			3	7	0	6

#### SPRING SEMESTER 1

GRD	110	Typography I	2	2	0	3
GRD	230	Technical Illustration	1	3	0	2
GRD	210	Airbrush I	1	2	0	2
Totals			4	7	0	7

\* This certificate or pathway is offered to high school students through the Career & College Promise initiative. Please refer to the Career & College Promise page in the SCC Catalog for additional information.