

# Advertising and Graphic Design

The future belongs to those who can solve problems with courageous creativity. The Advertising and Graphic Design curriculum is designed to provide students with the knowledge and skills to be the next creative leaders in our community. The program graduates are prepared for employment in creative industries, including graphic and web design firms, advertising agencies, marketing communications, and in-house creative groups.

Students learn the development of concepts and design for a broad range of visual communication materials, including ads, brand identity programs, print collateral websites, and UX/UI applications.

For specific information about potential positions and wages in advertising and graphic design employment, visit the Central Piedmont Career Coach website.

## Advertising and Graphic Design (A30100) Degree Awarded

The Associate in Applied Science Advertising and Graphic Design Degree is awarded by the college upon completion of this program.

### Admissions

- High school diploma or equivalent is required.
- Take placement tests to determine enrollment in English (ENG) and mathematics (MAT) courses.
- Many courses have prerequisites or co-requisites; check the Courses section for details.

### Contact Information

The Advertising + Graphic Design program is in the Skilled Trades Division at the Harper Campus. For more information, contact the program office at 704.330.4481.

#### General Education Requirements

ENG 111	Writing and Inquiry	3.0
COM 110	Introduction to Communication	3.0
ART 115	Art History Survey II	3.0
Select 3 credits of the following:		3.0
MAT 110	Mathematical Measurement and Literacy	
MAT 143	Quantitative Literacy	
MAT 152	Statistical Methods I	
MAT 171	Precalculus Algebra	
Select 3 credits of the following:		3.0
PSY 150	General Psychology	
SOC 210	Introduction to Sociology	

#### Major Requirements

GRD 110	Typography I	3.0
GRD 280	Portfolio Design	4.0
GRD 121	Drawing Fundamentals I	2.0
GRD 131	Illustration I	2.0
GRD 141	Graphic Design I	4.0

GRD 142	Graphic Design II	4.0
GRD 241	Graphic Design III	4.0
GRD 242	Graphic Design IV	4.0
GRD 151	Computer Design Basics	3.0
GRD 152	Computer Design Techniques I	3.0
GRD 111	Typography II	3.0
GRD 113	History of Graphic Design	3.0
GRD 188	Graphic Design for Web I	3.0
GRD 265	Digital Print Production	3.0
GRD 271	Multimedia Design I	2.0
or GRD 240	User Interface and User Experience	
GRD 282	Advertising Copywriting	2.0
WBL 111	Work-Based Learning I	1.0
GRD 288	Graphic Design for Web II	3.0
Total Credits		68

## No diplomas are offered in Advertising and Graphic Design.

### Advertising and Graphic Design Certificates (C30100)

- Advertising and Graphic Design Certificate Specialization in Introduction to Graphic Design (C30100-C6) (p. 1)
- Advertising and Graphic Design Certificate Specialization in Introduction to Graphic Design for Web (C30100-C8) (p. 1)

### Advertising and Graphic Design Certificate Specialization in Introduction to Graphic Design (C30100-C6)

This certificate also is available to high school students through Career and College Promise.

#### MAJOR REQUIREMENTS

GRD 141	Graphic Design I	4.0
GRD 142	Graphic Design II	4.0
GRD 151	Computer Design Basics	3.0
GRD 110	Typography I	3.0
GRD 188	Graphic Design for Web I	3.0
Total Credits		17

### Advertising and Graphic Design Certificate Specialization in Introduction to Graphic Design for Web (C30100-C8)

This certificate also is available to high school students through Career and College Promise.

#### Major Requirements

GRD 141	Graphic Design I	4.0
GRD 188	Graphic Design for Web I	3.0
GRD 271	Multimedia Design I	2.0
GRD 288	Graphic Design for Web II	3.0
Total Credits		12