



2023-2024 Academic Year

# Advertising + Graphic Design

Associate in Applied Science Degree in Visual Arts (A.A.S.)

Liberal Arts Division

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**Advertising + Graphic Design**, a comprehensive art program in the Visual Arts A.A.S. degree, emphasizes concept development and visual communication skills. The degree program prepares students for positions as graphic designers, art directors, design consultants, web/digital designers, prepress specialists, exhibit designers, packaging developers, and visual communicators. These positions are most often found in advertising agencies, design firms, corporate communication departments, interactive multimedia studios, and the television, film and media industries.

Students gain a thorough understanding of the discipline by preparing for advanced study in graphic design, advertising design, and web/digital design. The program parallels the first two years of education at a majority of undergraduate universities and art colleges, with an emphasis on career training for gainful employment.

The general principles studied and practiced in these courses are the foundation of creative thinking and successful solutions for graphic design, illustration, and advertising art direction communication problems. The design course sequence emphasizes the development of creative thinking, problem solving, and forms of visual communication.

Most coursework takes place in a studio using regularly upgraded professional-quality hardware and software. Applying Macintosh as well as PC platforms, the equipment used at MCCC is the same as that most commonly used by agencies, studios, and corporate art departments.

The program may be pursued on a full-time or part-time basis. Some courses may only be offered during the day.

## PROGRAM OUTCOMES

- Apply computer applications to design principles;
- Visualize and practice professional typography;
- Design and present professional-quality work;
- Create professional-quality logos, newsletters, posters, brochures, websites, publications, and advertisements;
- Create web pages that use design principles that communicate effectively;
- Develop and present creative ideas in both written and oral formats;
- Develop a professional portfolio to serve in the pursuit of further education or employment.

**SEE ALSO:**

[Illustration](#) degree program

## DEGREE CURRICULUM

2023-2024 Academic Year

ADV.GRA.AAS

CIP 500402

The course sequence below represents a recommended example of how this degree program can be completed in two years, presuming a Fall Term start and satisfaction of all Developmental Studies (foundation courses) requirements and prerequisites. Actual approaches toward completion depend on each student's anticipated transfer institution, career objectives, or other individual circumstances.

Students are encouraged to meet regularly with an academic advisor or Success Coach to consider options, establish plans, and monitor progress.

Code	Course (lecture/lab hours)	Credits	To Do This Semester
<b>FIRST SEMESTER</b>			
<a href="#">ART 102</a>	Basic Drawing (1/4)	3	✓ Meet with your faculty advisor to complete an academic plan. Make sure you are aware of any course prerequisites you may need to take, and how long it will take to complete your degree.
<a href="#">ART 105</a>	Two-Dimensional Design (1/4)	3	
<a href="#">DMA 115</a>	Vector Drawing (1/4)	3	
<a href="#">DMA 144</a>	Internet Tools and Techniques (1/4)	3	
<a href="#">ENG 101</a>	English Composition I (3/0)	3	✓ Use your online tools: Check your <a href="#">MercerMail</a> daily, utilize features of Office 365, and get to know <a href="#">Student Planning</a> .  ✓ Take advantage of <a href="#">Learning Centers</a> or <a href="#">Online Tutoring</a> to support your studies and assignments.

## SECOND SEMESTER

<a href="#">ADV 101</a>	Advertising Design I (1/4)	3	<p>✓ Transitioning to college can be challenging. Meet with your <a href="#">Success Coach</a> for guidance and support.</p> <p>✓ Apply for <a href="#">financial aid</a> by May 1.</p> <p>✓ Contact professors with questions and use their office hours to develop a connection. Talk with them to get the inside scoop on how your profession works.</p> <p>✓ Be sure to visit the <a href="#">Career Services</a> office to explore jobs, internships, and career information and get help with your resume and other career tools.</p> <p>✓ Apply for Continuing Student scholarships at <a href="http://www.mccc.edu/m-scholarships">www.mccc.edu/m-scholarships</a>.</p>
<a href="#">ADV 110</a>	Typography I: Basics of Graphic Design (1/4)	3	
<a href="#">ADV 230</a>	History of Graphic Design (3/0)	3	
<a href="#">DMA 110</a>	Digital Imaging (1/4)	3	
<a href="#">DMA 145</a>	Web Design I (1/4)	3	

## THIRD SEMESTER

<a href="#">ADV 210</a>	Typography II: Publication Design (1/4)	3	<p>✓ Keep in contact with each professor and your faculty advisor. Make sure you are on track to graduate on time.</p> <p>✓ Work with <a href="#">Career Services</a> to formulate plans for after you've earned this degree.</p>
<a href="#">CMN 111</a>	Speech: Human Communication (3/0)		
	<i>OR</i>	3	
<a href="#">CMN 112</a>	Public Speaking (3/0)		
<a href="#">DMA 250</a>	Digital Portfolio Seminar (1/4)	3	
<a href="#">ENG 102</a>	English Composition II (3/0)	3	

<u>MAT</u> —	Mathematics elective	3	<ul style="list-style-type: none"> <li>• MAT 120 or 125 recommended. Select in consultation with an academic advisor.</li> </ul> <p>✓ Develop team and leadership skills by getting involved in <a href="#">activities and clubs</a>.</p> <p>✓ Apply for Continuing Student scholarships at <a href="http://www.mccc.edu/m-scholarships">www.mccc.edu/m-scholarships</a>.</p> <p>✓ Manage your stress! Take advantage of the MCCC pool, <a href="#">Fitness Center</a>, free yoga and Zumba. Reach out for <a href="#">counseling</a> or other support if you need it. Your <a href="#">Success Coach</a> can connect you with resources.</p>
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**FOURTH SEMESTER**

<u>ADV 201</u>	Advertising Design II (1/4)	3	✓ Get ready to start your career! Begin the job application process.
<u>ART 106</u>	Three-Dimensional Design (1/4)	3	
<u>PHO 103</u>	Digital Photography I (2/3)	3	✓ Discuss your career plans with your faculty advisor. S/he can help you transition successfully.
<u>ART</u> —	Art History elective	3	
	<ul style="list-style-type: none"> <li>• Select from ART 121, 122, 124, 125; PHO 110.</li> </ul>		
— —	Professional elective	3	
	<ul style="list-style-type: none"> <li>• Select from ADV 220, 230; ART 104; CMN 146; DMA 135, 210, 245.</li> </ul>		

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**NOTE:** Electives should be selected in consultation with an academic advisor in order to assure maximum transfer of credits.

**NOTE:** Students must earn a minimum grade of C in ADV 101, 110, 201, 210; ART 105; DMA 145 to graduate.