Transfer career Opportunities

The Advertising Design program is designed to transfer to a four-year art school or university upon completion of the A.A.S. degree.

Transfer programs include:
• B.F.A. in Graphic Design
• B.F.A. in Advertising Design
• B.F.A. in Visual Communications
• B.F.A. in Visual Arts (Graphic Design concentration)

If career is an option, you would be successful to enter the job market at entry level design positions. We offer Certificates in Advertising Design as well as Certificates in Advertising Design/Web Design for additional educational goals.

Please see your advisor upon entering the program to discuss career paths and scheduling of courses.

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Advertising Design

Associate in Applied Science Degree in Visual Arts

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STUDENT WORK

Program Descriptions

The Advertising Design A.A.S. degree prepares students for positions as designers, graphic communicators, and assistant art directors. These positions are most often found in advertising agencies, design firms, corporate communication departments, interactive multimedia studios, and the television industry.

It also prepares students for advanced study in graphic design, advertising design, web design, or visual communication. The option 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 design sequence emphasizes the development of creative thinking and forms of visual communication while introducing students to the skills and techniques used to create these visual images. 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 successful graduate in the Advertising Design option will be able to:

• operate a computer for design purposes;
• understand typography;
• communicate well with design principles: layout, balance, and color;
• understand principles of professional printing for the creation of newsletters, posters, books, print brochures and ads, billboards, and collateral materials;
• design corporate logos and write tag lines;
• understand the development of a website;
• design a website;
• show competence in writing and presenting project strategy;
• complete a professional portfolio to enter the job market or to transfer to a four-year college.

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

Code	Lecture	Credits
ART 102	Basic Drawing (1/4) 3	3
ART 105	Two-Dimensional Design (1/4) 3	3
ART 106	Three-Dimensional Design (1/4) 3	3
DMA 105	Introduction to Computer Art (1/4) 3	3
ENG 101	English Composition I (3/0) 3	3
ART —	Art History elective1 3	3
ADV 101	Advertising Design I (1/4) 3	3
ADV 110	Typography I: Basics of Graphic Design (1/4) 3	3
ART 104	Life Drawing (1/4) 3	3
ART 123	History of Modern Art (3/0) 3	3
DMA 145	Web Design I (1/4) 3	3
ADV 201	Advertising Design II (1/4) 3	3
ADV 210	Typography II: Publication Design (1/4) 3	3
DMA 110	Digital Imaging (1/4) 3	3
——	Professional elective2 3	3
——	Social Science general education elective3 3	3
ADV 202	Advertising Design III (1/4) 3	3
ENG 112	English Composition II with Speech (3/0)4	3
HPE 110	Concepts of Health and Fitness (1/2)†	2
PHO 101	Introduction to Photography (3/2)	3
	OR 3	2
PHO 103	Introduction to Digital Photography (2/3)	3
——	Mathematics elective53	3
——	Science OR Technology general ed. elective 3	
		65

NOTE: Electives should be selected in consultation with an academic advisor in order to assure maximum transfer of credits.
1 Select from ART 121, 122, 124, 125.
2 Select from ADV 220, 230; DMA 245.
3 PSY 101 is highly recommended.
4 Students who plan to transfer to a four-year college should take ENG 102 and CMN 111 or 112 instead of ENG 112.
5 Select in consultation with an academic advisor. Students planning a four-year degree are advised to take MAT 108 or 120.
† HPE 111 is an acceptable alternative.

NOTE: Students must earn a minimum grade of C in ADV 101, 201, 202, 210; ART 105; DMA 105 and 145 to graduate.

Course Descriptions

ADV 101 - Advertising Design I (3 credits)
Prerequisite: DMA 105 or divisional permission

Study of the principles and concepts of layout and design as applied to a variety of advertising and graphic design assignments: ads, brochures, logos, posters, book jackets, and sales promotion material. Promotes familiarity with advertising agency and studio procedures as well as professional techniques for

ADV 110 - Typography I: Basics of Graphic Design (3 credits)

Introduction to basic layout and typography as the fundamental language to graphic communication. No previous knowledge of layout and typography is presumed. Addresses the use of different typefaces to communicate visually desired effects, type forms, type indication and basic graphic design with type for layouts.

ADV 201 - Advertising Design II
Prerequisites: ADV 101, DMA 105 or divisional permission (3 credits)

Study of the advanced concepts and design principles used in planning visualizations and layouts for advertising and editorial presentations using art, photography, type, and illustrations. Survey of methods for developing ideas into graphic presentations and the intangibles that provide originality and variety in a creative field using the Macintosh computer.

ADV 202 - Advertising Design III: Portfolio
Prerequisites: ADV 101, ADV 201, DMA 105 or divisional permission (3 credits)

Exploration and survey of a variety of methods for presenting art, design, and photography in a professional manner. Using traditional tools and the Macintosh computer, students prepare individual portfolios suitable

ADV 210 - Typography II: Publication Design
Prerequisite: DMA 105 (3 credits) or previous design experience

Advanced study of the use of type as it relates to page layout, graphic communication and publication design using Macintosh electronic publishing technology. Students use page makeup software that integrates text

ADV 220 - Illustration I
Prerequisites: ART 102 and ART 104 with a minimum C grade or divisional permission (3 credits)

Introduction to the concepts, techniques, and skills of the contemporary illustrator, emphasizing that good illustration -- product or journalistic -- is a means of communication. Assignments involve book and magazine illustration, visualization, and exercises in rendering light and shadow, plus production of comprehensive art in various media.