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.

For further information contact:
Tina LaPlaca, Course Coordinator
laplacat@mccc.edu

MCCC Admissions Office: 609-570-3795
(Monday through Friday, 9 a.m. - 5 p.m.)
1200 Old Trenton Road, West Windsor, NJ 08550
Visit www.mccc.edu

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 strategies;
• 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.
BASICS OF GRAPHIC DESIGN (ADV 101) (3 CREDITS)
Prerequisites: DMA 105 or divisional permission
Study of the principles and concepts of design and layout as applied to a variety of advertising and graphic design assignments such as brochures, logos, posters, book jackets, and sales promotion material. Promotes familiarity with advertising agencies and studio procedures as well as professional techniques for

TYPOGRAPHY I: BASICS OF GRAPHIC DESIGN (ADV 110) (3 CREDITS)
Basics of typography as a language for 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 210 - Typography II: Publication Design (ADV 210) (3 CREDITS)
Prerequisites: ADV 110, DMA 105
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 (ADV 201) (3 CREDITS)
Prerequisites: ADV 101, ADV 201, DMA 105 or divisional permission
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 (ADV 202) (3 CREDITS)
Prerequisites: ADV 201, DMA 105 or divisional permission
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 for

ADV 210 - Typography II: Publication Design (ADV 210) (3 CREDITS)
Prerequisites: DMA 105
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 210 - Typography II: Publication Design (ADV 210) (3 CREDITS)
Prerequisites: ADV 110, DMA 105
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 220 - Illustration I (ADV 220) (3 CREDITS)
Prerequisites: ART 102 and ART 104 with a minimum C grade or divisional permission
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.

ADV 230 - Illustration II (ADV 230) (3 CREDITS)
Prerequisites: ART 102 and ART 104 with a minimum C grade or divisional permission
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.

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, 201, 202, 210, ART 106, DMA 105 and 145 to graduate.