CURRICULUM STANDARD

Curriculum Program Title	**Advertising and Graphic Design**	Program Code	**A30100**
Concentration	**(not applicable)**	CIP Code	*50.0402*

Curriculum Description

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.

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.

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.

Curriculum Requirements*
[for associate degree, diploma, and certificate programs in accordance with 1D SBCCC 400.97 (3)]

I. **General Education.** Degree programs must contain a minimum of 15 semester hours including at least one course from each of the following areas: humanities/fine arts, social/behavioral sciences, and natural sciences/mathematics. Degree programs must contain a minimum of 6 semester hours of communications. Diploma programs must contain a minimum of 6 semester hours of general education; 3 semester hours must be in communications. General education is optional in certificate programs.

II. **Major Hours**. AAS, diploma, and certificate programs must include courses which offer specific job knowledge and skills. Work-based learning may be included in associate in applied science degrees up to a maximum of 8 semester hours of credit; in diploma programs up to a maximum of 4 semester hours of credit; and in certificate programs up to a maximum of 2 semester hours of credit. *(See second page for additional information.)*

III. **Other Required Hours.** A college may include courses to meet graduation or local employer requirements in a certificate, diploma, or associate in applied science program. These curriculum courses shall be selected from the Combined Course Library and must be approved by the System Office prior to implementation. Restricted, unique, or free elective courses may not be included as other required hours.

	AAS	Diploma	Certificate
Minimum General Education Hours	15	6	0
Minimum Major Hours	49	30	12
Other Required Hours	0-7	0-4	0-1
Total Semester Hours Credit (SHC)	**64-76**	**36-48**	**12-18**

Within the degree program, the institution shall include opportunities for the achievement of competence in reading, writing, oral communication, fundamental mathematical skills, and basic use of computers.

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Major Hours
[ref. 1D SBCCC 400.97 (3)]

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A.   Core. The subject/course core is comprised of subject areas and/or specific courses which are required for each curriculum program. A diploma program offered under an approved AAS program standard or a certificate which is the highest credential level awarded under an approved AAS program standard must include a minimum of 12 semester hours credit derived from the subject/course core of the AAS program.

B.   Concentration *(if applicable).* A concentration of study must include a minimum of 12 semester hours credit from required subjects and/or courses. The majority of the course credit hours are unique to the concentration. The required subjects and/or courses that make up the concentration of study are in addition to the required subject/course core.

C.   Other Major Hours. Other major hours must be selected from prefixes listed on the curriculum standard. A maximum of 9 semester hours of credit may be selected from any prefix listed, with the exception of prefixes listed in the core or concentration. Work-based learning may be included in associate in applied science degrees up to a maximum of 8 semester hours of credit; in diploma programs up to a maximum of 4 semester hours of credit; and in certificate programs up to a maximum of 2 semester hours of credit.

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Advertising and Graphic Design A30100

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	AAS	Diploma	Certificate
Minimum Major Hours Required	**49 SHC**	**30 SHC**	**12 SHC**
A. CORE	**26-30 SHC**	**NR**	

Required Courses:
GRD 110 Typography I	3 SHC	
GRD 280 Portfolio Design	4 SHC	

Required Subject Areas:
Graphic Design. Select 11-12 SHC:
ART 121 Two-Dimensional Design	3 SHC	
DES 135 Principles and Elements of Design I	4 SHC	
DES 136 Principles and Elements of Design II	4 SHC	
GRD 141 Graphic Design I	4 SHC	
GRD 142 Graphic Design II	4 SHC	
GRD 241 Graphic Design III	4 SHC	

Drawing. Select one:
ART 131 Drawing I	3 SHC	
DES 125 Graphic Presentations I	2 SHC	
GRD 121 Drawing Fundamentals I	2 SHC	

Illustration. Select one:
GRD 131 Illustration I	2 SHC	
GRD 230 Technical Illustration	2 SHC	

Computer Design/Computer Graphics. Select One Set:
GRD 151 Computer Design Basics	3 SHC	&
GRD 152 Computer Design Techniques I	3 SHC	
or		
GRA 151 Computer Graphics I	2 SHC	&
GRA 152 Computer Graphics II	2 SHC	

B.   CONCENTRATION *(Not applicable)*

C.   OTHER MAJOR HOURS
To be selected from the following prefixes:

ART, BUS, CET, CIS, CSC, CTI, CTS, DBA, DES, DME, GRA, GRD, ITN, MKT, NET, NOS, OST, PHO, PRN, SGD, WBL, and WEB

Up to two semester hour credits may be selected from ACA.

Up to three semester hour credits may be selected from the following prefixes: ARA, ASL, CHI, FRE, GER, ITA, JPN, LAT, POR, RUS and SPA.