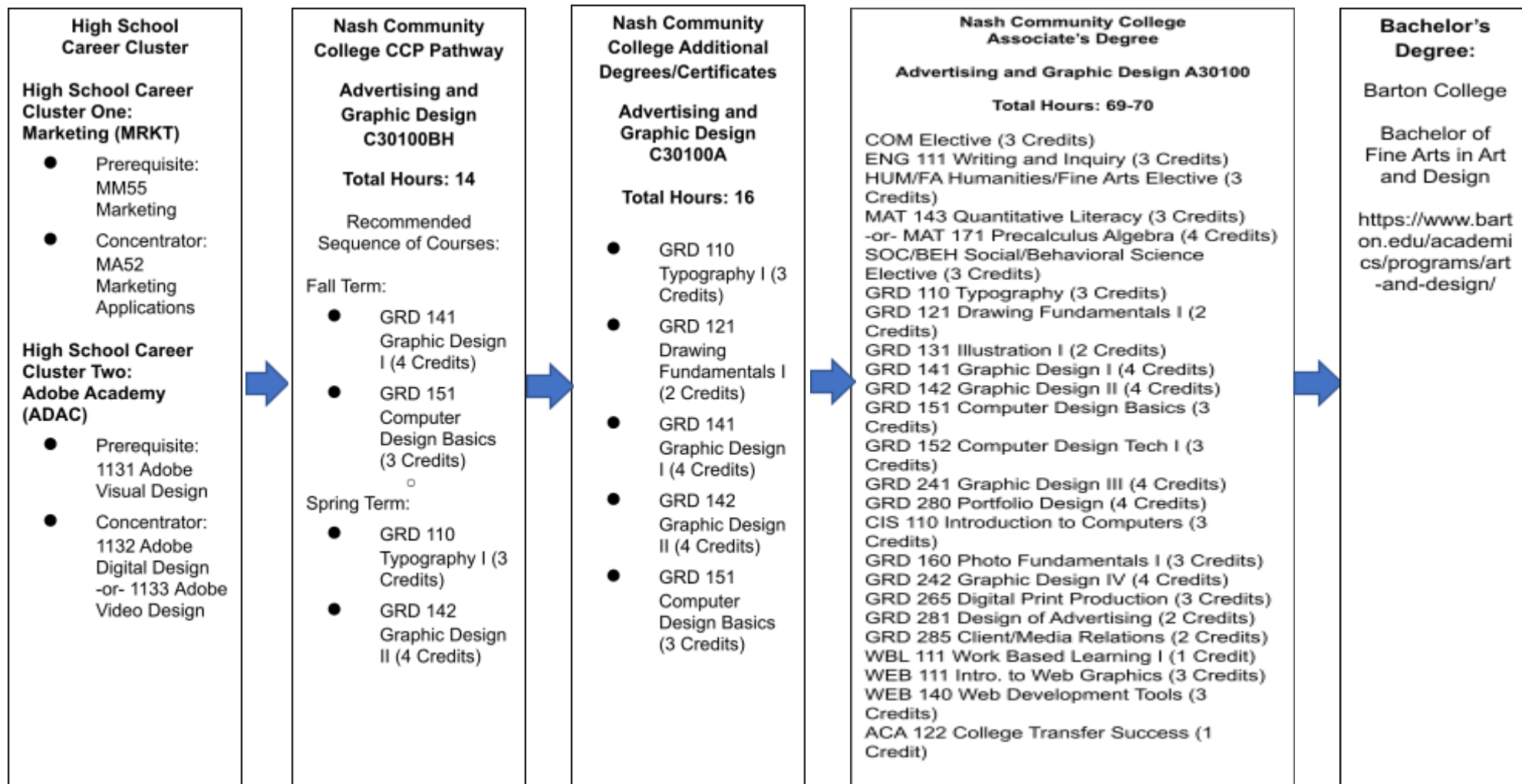# ADVERTISING AND GRAPHIC DESIGN

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.

**Career Opportunities:** Graphic Designer, Illustrator, Multimedia Artist, Logo Designer/Branding, Photo Editing/Photoshop Artist, Art Director, Photographer, Book Design, Freelance/Business Owner, Illustrator, Multimedia Artist

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### High School Career Cluster

**High School Career Cluster One: Marketing (MRKT)**

- Prerequisite: MM55 Marketing
- Concentrator: MA52 Marketing Applications

**High School Career Cluster Two: Adobe Academy (ADAC)**

- Prerequisite: 1131 Adobe Visual Design
- Concentrator: 1132 Adobe Digital Design -or- 1133 Adobe Video Design

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### Nash Community College CCP Pathway

**Advertising and Graphic Design C30100BH**

**Total Hours: 14**

Recommended Sequence of Courses:

Fall Term:

- GRD 141 Graphic Design I (4 Credits)
- GRD 151 Computer Design Basics (3 Credits)
  ○
Spring Term:

- GRD 110 Typography I (3 Credits)
- GRD 142 Graphic Design II (4 Credits)

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### Nash Community College Additional Degrees/Certificates

**Advertising and Graphic Design C30100A**

**Total Hours: 16**

- GRD 110 Typography I (3 Credits)
- GRD 121 Drawing Fundamentals I (2 Credits)
- GRD 141 Graphic Design I (4 Credits)
- GRD 142 Graphic Design II (4 Credits)
- GRD 151 Computer Design Basics (3 Credits)

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### Nash Community College Associate's Degree

**Advertising and Graphic Design A30100**

**Total Hours: 69-70**

COM Elective (3 Credits)
ENG 111 Writing and Inquiry (3 Credits)
HUM/FA Humanities/Fine Arts Elective (3 Credits)
MAT 143 Quantitative Literacy (3 Credits) -or- MAT 171 Precalculus Algebra (4 Credits)
SOC/BEH Social/Behavioral Science Elective (3 Credits)
GRD 110 Typography (3 Credits)
GRD 121 Drawing Fundamentals I (2 Credits)
GRD 131 Illustration I (2 Credits)
GRD 141 Graphic Design I (4 Credits)
GRD 142 Graphic Design II (4 Credits)
GRD 151 Computer Design Basics (3 Credits)
GRD 152 Computer Design Tech I (3 Credits)
GRD 241 Graphic Design III (4 Credits)
GRD 280 Portfolio Design (4 Credits)
CIS 110 Introduction to Computers (3 Credits)
GRD 160 Photo Fundamentals I (3 Credits)
GRD 242 Graphic Design IV (4 Credits)
GRD 265 Digital Print Production (3 Credits)
GRD 281 Design of Advertising (2 Credits)
GRD 285 Client/Media Relations (2 Credits)
WBL 111 Work Based Learning I (1 Credit)
WEB 111 Intro. to Web Graphics (3 Credits)
WEB 140 Web Development Tools (3 Credits)
ACA 122 College Transfer Success (1 Credit)

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### Bachelor's Degree:

Barton College

Bachelor of Fine Arts in Art and Design

https://www.barton.edu/academics/programs/art-and-design/

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Nash Community College

NC CAREER & COLLEGE PROMISE