

# Associate of Applied Business Degree Arts and Humanities

## Graphic Design (9250)

A graphic designer is a visual problem solver. In order to solve these problems, a designer must be skilled in the use of typography, design, color, layout, packaging, illustration, photography, production, computer software, marketing, advertising, and presentation.

Graduates of this program will have the skills to enter the graphic design field at entry-level or to transfer to institutions offering a baccalaureate degree. Regardless of their immediate goal, students will be encouraged to develop all conceptual and technical abilities most applicable to the field.

Career opportunities are available as graphic designers, art directors, pre-press artists, typographers, and graphic arts sales representatives. Various working environments include design studios, advertising agencies, corporate art departments, publishing houses, print shops, display houses, television stations, and newspapers.

*\*English course selection is based on placement test results (ENGL 1111 is 4 credits, only 3 credits apply to the degree).*

*\*\*Students may substitute ENGL 1135 Creative Writing.*

**Arts and Humanities Electives: minimum 3 credits**

ARTS 1120, 2220, 2230; ENGL 2250, 2260, 2280, 2290; HUMX 1100, 1200; MUSC 1200, 1215, 1800, 2200, 2250; PHIL 1500, 2000

**First Semester:**

ARTS 1130 . . . . .Art Drawing I . . . . .	3
<b>ENGL 1110*</b> . . . . . <b>English Composition I (A)</b> . . . . .	3
<b>OR</b>	
<b>ENGL 1111</b> . . . . . <b>English Composition I (B)</b>	
GRDS 1010 . . . . .Visual Organization . . . . .	3
GRDS 1015 . . . . .Typography . . . . .	3
GRDS 1350 . . . . .Computer Graphics AI . . . . .	3
Choose course(s) from the Arts and Humanities Electives list. . . . .	3

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**Second Semester:**

BUSM 1300 . . . . .Introduction to Business . . . . .	3
<b>ECON 1150</b> . . . . . <b>Basic Economics</b> . . . . .	3
<b>OR</b>	
<b>ECON 2600</b> . . . . . <b>Principles of Microeconomics</b>	
ENGL 1120 . . . . .English Composition II . . . . .	3
GRDS 1020 . . . . .Graphic Design . . . . .	3
GRDS 1400 . . . . .Computer Graphics ID. . . . .	3
<b>PHOT 1100</b> . . . . . <b>Basic Photography</b> . . . . .	3
<b>OR</b>	
<b>PHOT 1105</b> . . . . . <b>Basic Photography - Digital</b>	

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**Third Semester:**

BUSM 2500 . . . . .Principles of Marketing . . . . .	3
GRDS 2110 . . . . .Graphic Production . . . . .	3
GRDS 2120 . . . . .Illustration . . . . .	3
GRDS 2230 . . . . .Advertising Design I . . . . .	3
ENGL 2201** . . . . .Introduction to Technical Writing . . . . .	2
<b>SPCH 1050</b> . . . . . <b>Fundamentals of Public Speaking</b> . . . . .	2
<b>OR</b>	
<b>SPCH 1000</b> . . . . . <b>Effective Public Speaking</b> . . . . .	3

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**Fourth Semester:**

BUSM 2530 . . . . .Advertising . . . . .	3
GRDS 2150 . . . . .Package Design . . . . .	3
GRDS 2330 . . . . .Advertising Design II . . . . .	3
GRDS 2500 . . . . .Graphic Design Portfolio . . . . .	2
PHOT 1400 . . . . .Commercial Photography . . . . .	3
PHOT 2300 . . . . .Electronic Imaging I . . . . .	3

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**Program Total: 69-70**