

ASSOCIATE OF APPLIED SCIENCE DEGREE (511)

Communication Design

Purpose: The AAS in Communication Design is a skills-oriented program with instruction in traditional and current technology. Students will be prepared to begin careers in the computer graphics/ design industry and/or to transfer to four-year degree programs. This curriculum is structured to educate and prepare those wanting to work in the visual communications disciplines, such as graphic design and advertising, as well as the areas of digital prepress and web publishing. In addition to general education subjects, competency in visual literacy and acuity is taught through a diverse range of studio and art history classes. Studio specialization courses teach professional practices and standards using current technologies. Students will prepare portfolios for job search and/or application to upper-level institutions.

Occupational Objectives: Advertising design, printing, illustration, photography, digital illustration, digital prepress, graphic design, Web page design, and related occupations.

Admission Requirements: Applicants must meet the general admission requirements for admission to the college. Developmental courses are required for students with deficiencies in English, and mathematics.

Students who do not place into college-level English on the placement test will be required to take developmental courses (i.e., ENG 1, ENG 3, ENG 4, ENG 7).

Students who do not place above Algebra I (MTH 3) and into Algebra II (MTH 4) or higher on the placement test will be required to take developmental courses.

A satisfactory aptitude for drawing is desirable. Proficiency in keyboarding is strongly recommended.

Note: Due to the prerequisite requirements in various art classes, these classes must be taken in a **specific** order. Students should work with a counselor or art faculty advisor to determine their individual course plan if the suggested course sequence is not followed. ENG 111, HLT/PED, CST, and Social Science electives may be taken at anytime in the sequence. MTH should be taken during the first year if development placement is required.

CURRICULUM AND OTHER REQUIREMENTS

| GENERAL EDUCATION CORE COURSES | | CREDITS |
|--------------------------------|---------------------------------------|---------|
| CST 105 | Oral Communication (or CST 100) | 3 |
| ENG 111* | College Composition I | 3 |
| HLT/PED ² | Health or Physical Education | 2 |
| MTH 120 ^{3,*} | Introduction to Mathematics | 3 |
| SDV 101 | Orientation to Visual Arts | 1 |
| E ⁴ | Social Science Elective | 6 |

COMMUNICATION DESIGN AND RELATED COURSES

| | | |
|----------------------------|--|---|
| ART 121-122* | Drawing I-II | 6 |
| ART 131-132* | Fundamentals of Design I-II | 6 |
| ART 141 ^{1,*} | Typography I | 3 |
| ART 180 ¹ | Introduction to Computer Graphics | 3 |
| ART 221* | Drawing III (Figure Drawing) | 3 |
| ART 243* | Watercolor I..... | 3 |
| ART 247* | Painting Technique for Illustrators | 3 |
| ART 250 | History of Design | 3 |
| ART 251-252 ^{1,*} | Communication Design I-II | 6 |
| ART 282 ^{1,*} | Graphic Techniques | 3 |
| ART 283 ^{1,*} | Computer Graphics I (PhotoShop®) | 3 |
| ART 284 ^{1,*} | Computer Graphics II (Digital Illus) | 3 |
| ART 287* | Portfolio and Resume Preparation | 3 |
| PHT 101 | Photography I | 3 |

Total Minimum Credits for Degree 69

¹ ART 180 is the prerequisite to all other computer-based classes. It is important to take this class as early in the curriculum as possible.

² Two credits of Health (HLT) or Physical Education (PED) are required of all students. Consult approved Health courses in the Description of Courses for selection. Veterans with an honorable discharge will be awarded HLT/PED credit based on military service.

³ For students who plan to transfer, MTH 151 or MTH 163 is recommended.

⁴ Any 100 or 200 level social science elective may be used. Students intending to transfer should contact the four-year college and choose a social science course from the "Approved List of Transfer Courses" that is recommended by their transfer institution.

* This course has a prerequisite. Prerequisites for all courses are listed in the course description section at the back of the catalog.

SUGGESTED SCHEDULE

| FIRST YEAR | | |
|-------------|----------------|----------------|
| FALL | SPRING | SUMMER |
| ART 121 | ART 122 | HLT/PED |
| ART 131 | ART 132 | MTH 120 |
| ART 180 | ART 141 | Social Science |
| ART 250 | ENG 111 | |
| SDV 101 | PHT 101 | |
| SECOND YEAR | | |
| FALL | SPRING | |
| ART 221 | ART 247 | |
| ART 243 | ART 252 | |
| ART 251 | ART 284 | |
| ART 282 | ART 287 | |
| ART 283 | CST 105 OR 100 | |