

ADVERTISING AND GRAPHIC DESIGN CERTIFICATE

Division: Visual and Performing Arts

PROGRAM CODE: 2C35894

The **Advertising and Graphic Design Certificate** is designed to prepare students for entry-level positions in the professions of advertising, graphic design or allied profession. The hands-on classes allow a student to create professional quality designs suitable for inclusion in a portfolio. This certificate requires a total of 40-41 units. A minimum grade of C is required in each course taken.

| Code | Title | Units |
|--|---|--------------|
| Required Courses (34-35 units): | | |
| ART 123 F | Business Practices in Art | 3 |
| ART 299 F | Art Independent Study | 1-2 |
| DART 100 F | Introduction to Digital Art | 3 |
| DART 112 F | Vector Graphics | 3 |
| DART 132 F | Digital Imaging I | 3 |
| DART 140 F | Digital Publishing I | 3 |
| DART 146 F | Digital Publishing II | 3 |
| GRFX 100 F | Graphic Design I (formerly ART 140 F) | 3 |
| GRFX 150 F | Graphic Design II (formerly ART 147 F) | 3 |
| GRFX 160 F | Publication Design (formerly ART 145 F) | 3 |
| GRFX 230 F | Advertising Design (formerly ART 146 F) | 3 |
| GRFX 240 F | Packaging Design (formerly ART 148 F) | 3 |
| Restricted Electives (6 units): | | 6 |
| ART 118 F | Color Theory | 3 |
| ART 120 F | Basic Design | 3 |
| ART 182 F | Basic Drawing | 3 |
| PRNT 101 F | Introduction to Printing | 3 |
| DART 170 F | Digital Photo Editing I | 3 |
| PHOT 101 F | Introduction to Photography | 3 |
| Total Units | | 40-41 |

Outcome 1: Evaluate advertising or design proposals and then create, design and communicate visual solutions to decision-makers.

Outcome 2: Demonstrate proficiency in the use of graphic design terminology and software to create visual solutions to professional design assignments.

Outcome 3: Analyze and interpret contemporary and historical graphic design styles and apply that understanding in the creation of visual design solutions.

https://www.curricunet.com/fullerton/reports/program_report.cfm?programs_id=1242