

# ADVERTISING AND GRAPHIC DESIGN ASSOCIATE IN ARTS DEGREE

PROGRAM CODE: 2A03852

The **Advertising and Graphic Design Associate in Arts Degree** is designed for students seeking employment in the advertising and graphic design industry. Students are guided through presentation and portfolio creation process throughout the program. This program is not designed to transfer to a UC or CSU institution, but may transfer to a private four year school of art with specialized focus upon Advertising and Graphic Arts. This degree requires a total of 18 units in the major, in addition to other graduation requirements.

Code	Title	Units
<b>Required Courses (12 units):</b>		
DART 100 F	Introduction to Digital Art	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
<b>Restricted Electives (6 units):</b>		<b>6</b>
ART 123 F	Business Practices in Art	3
DART 132 F	Digital Imaging I	3
DART 140 F	Digital Publishing I	3
DART 146 F	Digital Publishing II	3
DART 112 F	Vector Graphics	3
GRFX 230 F	Advertising Design (formerly ART 146 F)	3
GRFX 240 F	Packaging Design (formerly ART 148 F)	3
<b>Total Units</b>		<b>18</b>

**Outcome 1:** Create computer generated, comprehensive, publication designs that are suitable for inclusion in a student's portfolio.

**Outcome 2:** Demonstrate an advanced understanding of electronic prepress, typography, paper specification, and commercial printing methods.

**Outcome 3:** Apply the terminology of computer graphics to communications within the field of digital media.

**Outcome 4:** Demonstrate a beginning knowledge of contemporary and historical graphic design.

[https://www.curricunet.com/fullerton/reports/program\\_report.cfm?programs\\_id=1241](https://www.curricunet.com/fullerton/reports/program_report.cfm?programs_id=1241)