

Advertising & Graphic Design

FALL 2009

[A30100] Associate in Applied Science Degree (Day)

[C30100] Advertising and Graphic Design Certificate (Evening)

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.

Graduates should qualify for employment opportunities with graphic design studios, advertising agencies, printing companies, department stores, a wide variety of manufacturing industries, newspapers, and businesses with in-house graphics operations.

COMPETENCIES

Randolph Community College is committed to continuous improvement through program evaluation. One part of the evaluation is to assess program competencies. While our program contains many competencies for students to achieve, each year a select few are chosen for assessment purposes. This year, program competency assessment will focus on these:

Advertising and Graphic Design AAS Degree graduates will be able to:

1. Demonstrate the ability to utilize knowledge of color theory.
2. Demonstrate the ability to utilize knowledge of typography.
3. Demonstrate concept development and illustration skills for promotional materials.
4. Utilize computer technology for concept development and production.

GENERAL ADMISSIONS REQUIREMENTS FOR CURRICULUM PROGRAMS

Applicants for admission to Randolph Community College must be 18 years of age or high school graduates. The College will accept students with a high school equivalency diploma. A high school diploma or the equivalent is required of all applicants enrolling in curriculum courses. Persons intending to enroll in a specific curriculum are encouraged to submit their applications at least two months prior to the term in which they wish to enroll. Applicants are not admitted into specific curriculum programs, and thus, not eligible for financial aid until admission requirements are met (i.e. transcripts, testing, etc.). Applications can be obtained from high school counselors and from Student Services.

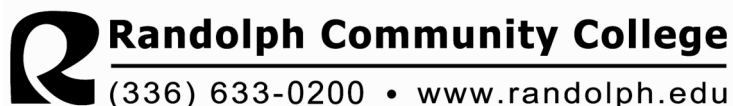
IN ORDER TO ENROLL, THE STUDENT SHOULD

- complete an RCC application,
- provide official copies of high school transcript and/or GED test scores and all college transcripts,*
- call (336) 633-0224 to discuss placement testing,
- meet with someone in RCC's financial aid office if necessary, (336)633-0205,
- meet with your faculty advisor (during specified registration period),
- register and pay for classes (during specified registration period).

*Applicants who are high school graduates should request a copy of their high school transcript. In cases where the last six weeks' work is not completed, a supplemental transcript should be forwarded to the College after the student's graduation. GED graduates must submit official copies of their GED test scores. Students transferring from other colleges or post-high school institutions must submit official transcripts from all such institutions attended. For transcript release forms, call Student Services, (336) 633-0224. Transcripts are not official unless they are sent directly from the high school or college attended.

FACULTY ADVISORS

The faculty advisors for Advertising & Graphic Design are: Dawn Egerton, dmegerton@randolph.edu, (336) 633-0289; and Susan Shaw, sshaw@randolph.edu, (336) 633-0247 or 633-0289.



DAY

		Hours/Week		Sem. Hrs	
		Class	Lab	Wk. Exp.	Credit
First Year: Fall Semester					
ART 111	Art Appreciation	3	0	0	3
DES 135	Prin. & Elem. of Design I	2	4	0	4
ENG 111	Expository Writing	3	0	0	3
GRA 151	Computer Graphics I	1	3	0	2
GRD 121	Drawing Fundamentals I	<u>1</u>	<u>3</u>	<u>0</u>	<u>2</u>
		10	10	0	14

First Year: Spring Semester

DES 136	Prin. & Elem. of Design II	2	4	0	4
GRA 152	Computer Graphics II	1	3	0	2
GRD 110	Typography I	2	2	0	3
GRD 131	Illustration I	1	3	0	2
MAT 140	Survey of Mathematics	<u>3</u>	<u>0</u>	<u>0</u>	<u>3</u>
		9	12	0	14

First Year: Summer Session

GRA 121	Graphic Arts I	2	4	0	4
GRA 153	Computer Graphics III	1	3	0	2
GRD 230	Technical Illustration	1	3	0	2
GRD 142	Graphic Design II	<u>2</u>	<u>4</u>	<u>0</u>	<u>4</u>
		6	14	0	12

Second Year: Fall Semester

COE 112	Coop. Work Experience I	0	0	20	2
GRD 117	Design Career Exploration	2	0	0	2
GRD 241	Graphic Design III	2	4	0	4
GRD 271	Multimedia Design I	1	3	0	2
GRD 281	Design of Advertising	<u>2</u>	<u>0</u>	<u>0</u>	<u>2</u>
		7	7	20	12

Second Year: Spring Semester

ENG 114	Prof. Research & Reporting	3	0	0	3
GRA 154	Computer Graphics IV	1	3	0	2
GRD 272	Multimedia Design II	1	3	0	2
GRD 280	Portfolio Design	2	4	0	4
---	Social/Behavioral Science	<u>3</u>	<u>0</u>	<u>0</u>	<u>3</u>
		10	10	0	14

**TOTAL SEMESTER HOURS CREDIT
FOR DEGREE:**

66

CERTIFICATE - EVENING

		Hours/Week		Sem. Hrs	
		Class	Lab	Wk. Exp.	Credit
First Year: Fall Semester					
DES 135	Prin. & Elem. of Design I	2	4	0	4
GRA 151	Computer Graphics I	<u>1</u>	<u>3</u>	<u>0</u>	<u>2</u>
		3	7	0	6

First Year: Spring Semester

DES 136	Prin. & Elem. of Design II	2	4	0	4
GRD 271	Multimedia Design I	<u>1</u>	<u>3</u>	<u>0</u>	<u>2</u>
		3	7	0	6

First Year: Summer Session

GRD 272	Multimedia Design II	<u>1</u>	<u>3</u>	<u>0</u>	<u>2</u>
		1	3	0	2

**TOTAL SEMESTER HOURS CREDIT
FOR CERTIFICATE:**

14