

# Associate of Applied Science - Graphic Design

## Program Description

The Graphic Design degree program prepares students for employment in entry-level positions in the commercial art and advertising fields. This degree program prepares students with the design principles and desktop publishing skills required for employment in today's job market.

**Note:** Students interested in a transfer program should see an academic advisor for an educational plan, since this degree is primarily designed to prepare students directly for employment.

## Program Contacts

- Program Director: Lauren McCrea (lauren.mccrea@yc.edu), telephone: (928) 717-7616
- Instructional Specialist: Michelle Peters (Michelle.Peters@yc.edu), telephone: (928) 776-2035
- Dean: Craig Ralston (craig.ralston@yc.edu), telephone: (928) 776-2311

## Program Outcomes

Upon successful completion of the Graphic Design Degree program, the learner will be able to:

1. Work independently or as part of a team to successfully complete graphic design projects. (ART 130, ART 131, ART 132, ART 137, ART 154, ART 231, ART 236, ART 237)
2. Develop creative solutions to visual problems. (ART 110, ART 112, ART 113, ART 114, ART 130, ART 131, ART 132, ART 137, ART 154, ART 160, ART 231, ART 236, ART 237, ART 296)
3. Utilize typography in design solutions. (ART 130, ART 131, ART 231)
4. Employ industry standard software. (ART 130, ART 132, ART 231, ART 236, ART 237, ART 296)
5. Identify, analyze, synthesize and communicate design principles. (ART 110, ART 112, ART 113, ART 114, ART 130, ART 132, ART 160, ART 200 or 201, ART 231, ART 237)
6. Produce and maintain a professional portfolio. (ART 232, BSA 231)
7. Articulate traditional and nontraditional art examples and how those examples affect popular visual literacy. (ART 110, ART 112, ART 113, ART 114, ART 130, ART 131, ART 132, ART 137, ART 160, ART 200 or 201, ART 231, ART 237)

## Program Requirements

A minimum of 62 credit hours is required to complete the Graphic Design Degree.

Course	Course Title	Credit Hours
<b>I. General Education</b>		
<b>A. Foundation Studies (12 credits)</b>		
<b>1. College Composition (6 credits)</b>		
	ENG101 College Composition I	3
<b>OR</b>	ENG103 College Composition I Honors	3
	ENG102 College Composition II	3
<b>OR</b>	ENG104 College Composition II Honors	3
<b>2. Numeracy (3 credits)</b>		
<b>3. Critical Thinking (3 credits)</b>		
<b>B. Area Studies (7 credits)</b>		
<b>1. Physical and Biological Science (4 credits)</b>		
<b>2. Behavioral OR Social Science (3 credits)</b>		
Choose one course from either list		
<b>II. Graphic Design Requirements</b>		
	ART110 Drawing I	3
	ART112 Two-Dimensional Design	3
	ART114 Color	3
	ART131 Graphic Design I	4
	ART130 Web Site Design I	3
<b>OR</b>	WEB130 Web Site Design I	3

Course	Course Title	Credit Hours
ART132	Graphic Design II	4
ART137	Adobe Photoshop I	3
ART154	Digital Photo I	3
ART200	Art History I	3
<b>OR</b> ART201	Art History II	3
ART231	Graphic Design Illustration	4
ART232	Portfolio Development	2
ART236	Digital Pre-Press	2
<b>III. Select and complete 3 credit hours from the following:</b>		
ART113	Three-Dimensional Design	3
ART160	Printmaking I	3
ART230	Digital Printing Tech	3
ART237	Adobe Photoshop II	3
ART296	Internship: Art	3
<b>IV. Related Requirements</b>		
BSA231	Social Media Marketing	3