

BACHELOR OF ARTS

Advertising/Graphic Design

Name _____

2011-13 Catalog

120 Semester hours minimum for graduation with a 2.00 average overall

56 hours from a four-year institution

No Title HRS CR QPTS

General Studies

English				
101	Composition and Rhetoric I	3		
102	Composition and Rhetoric II	3		
203	World Literature I	3		
204	World Literature II	3		
Communication Arts				
101	Fundamentals of Speech	3		
The Arts - Two Courses				
101	Introduction to Visual Arts	3	See Major	
101	Introduction to Music	3		
102	Introduction to Theatre	3		
Physical Education				
101	Personal Wellness	2		
Social Sciences				
	Four courses with at least three disciplines represented (SEE CATALOG)	3		
		3		
		3		
		3		
Science and Mathematics				
	Laboratory Science	4		
	Laboratory Science	4		
	Mathematics	3		
	Lab Science or N SC 300C/D; or MATH 105, 201, 211	3/4		
Foreign Language -Optional				
	Two courses may be substituted for any two general studies courses except ENGL 101-102 and general Studies Math. Only ONE substitution per discipline. See Catalog.			

RESIDENCE CREDIT:

36 hours at Concord

16 of last 32 hours at Concord

Note: In some degree programs, this would be previous to entering professional training.

9 hours in Major, Teaching Fields

Revised 8/30/11

Art Core Program (2.5 GPA required)				
ART 101A	Introduction to Visual Art	3		
103	Drawing I	3		
104 or 415	Drawing II or Life Drawing	3		
105	Design I	3		
202	Design II	3		
204 or 304	Painting I or Water-color Painting	3		
205 or 206	Ceramics or Ceramic Sculpture	3		
216	Photography I	3		
221	Art History I	3		
307	Sculpture I	3		
308	Printmaking I	3		
331	Art History II	3		
Advertising/Graphic Design (2.5 GPA required)				
ART 106	Basic Computer Graphics	3		
222	Basic Production Techniques	3		
223	Typography	3		
229	Basic Illustration Techniques	3		
329	Advanced Illustration	3		
330	Graphic Techniques	3		
360	Studies in Computer Graphics	3		
361A	Web Design (Dreamweaver)	3		
402	Advanced Advertising Design	3		
415	Senior Seminar	1		
460	Advertising/Graphic Design Internship	3-6		
MKT 305	Principles of Marketing	3		
316	Advertising & Sales Promotion	3		

-Typing Competency required prior to the 2nd semester of the sophomore year.

-Transfer students must take a minimum of FIVE art courses at Concord.