

Advertising Design and Illustration

ART DEPARTMENT

Major 21003

This program is designed to provide students with a combination of critical thinking skills, problem solving capacities, and the technical expertise necessary for entry level employment as a Graphic Designer or Illustrator in Advertising and related Visual Communication industries. Students completing the course are eligible for advanced training or for transfer to a college or university for further study.

Requirements for the Major

Required courses:

ARTC 60	Graphic Design: Lettering and Typography	3.0	CSU, UC
ARTC 66	Portfolio	3.0	
ARTC 70	Computer Graphics: Introduction	3.0	CSU
ARTC 165	Illustration	3.0	CSU
ARTC 171	Computer Graphics 2: Advanced Layout and Design	3.0	CSU
ARTD 15A	Drawing: Beginning	3.0	CSU, UC
ARTD 17A	Drawing: Life	3.0	CSU, UC
ARTD 20	Design: Two Dimensional	3.0	CSU, UC
ARTD 25A	Painting: Beginning	3.0	CSU, UC

Plus

Select one (1) course from:

AHIS 5	History of Western Art: Renaissance Through Modern, <u>or</u>	3.0	CSU, UC
AHIS 5H	History of Western Art: Renaissance Through Modern – Honors	3.0	CSU, UC
AHIS 6	History of Modern Art, <u>or</u>	3.0	CSU, UC
AHIS 6H	History of Modern Art – Honors	3.0	CSU, UC

TOTAL UNITS 30.0

Recommended Electives:

AHIS 4	History of Western Art: Prehistoric Through Gothic
ANIM 172	Motion Graphics with After Effects
ANIM 175	Web Animation with Flash
ARTC 77	Computer Graphics: Illustration
ARTC 78A	Work Experience in Advertising Design/Illustration
ARTC 78B	Work Experience in Advertising Design/Illustration
ARTC 78C	Work Experience in Advertising Design/Illustration
ARTD 16	Drawing: Perspective
ARTD 45	Printmaking: Silk-Screening
ARTS 22	Design: Three-Dimensional
PHOT 10	Basic Digital and Film Photography