Graphic Design

Associate in Applied Science
Fine Arts & Social Science

Office: Mott Memorial Building 2005

Phone: (810) 762-0332

Students will be prepared both creatively and technically for a wide range of design fields under the general area of visual communications. Depending upon their program options, subjects include: design for print, web, multimedia, motion and media graphics, corporate identity, advertising, editorial, promotional design and illustration. In addition to regular coursework, all students are required to enroll in a three-credit internship where they will find placement with a host employer involved in the planning, creation and implementation of graphic design.

Occupational Specialty Courses

COURSE	DESCRIPTION	CR	CT
ART.-131	Drawing	3	6
ART.-132	Drawing II	3	6
ART.-133	Basic Illustration	3	6
ART.-141	Basic Two-Dimensional Design	3	6
ART.-145	Intro to Digital Design	3	6
ART.-146	Typography and Type Design	3	6
ART.-246	Self-Promotion & Portfolio Design	3	3
ART.-248	Graphic Design Internship	3	3

Occupational Specialty Courses - Select 1 Option

General Option

	COURSE	DESCRIPTION	CR	CT
	ART.-110	Art Appreciation	3	3
or	ART.-111	Art History Survey Prehistoric to 14 C	4	4
or	ART.-112	Art History Survey Renaissance to Modern	4	4
or	ART.-116	Art History Survey Non Western Art	4	4
	ART.-121	Intro to Graphic Design Theory & Process	3	3
	ART.-122	Graphic Design Survey	3	3
	ART.-242	Corporate ID & Promo Design	3	6
	ART.-243	Communication Design Across Cultures	3	6
	ART.-244	Publication Design for Print	3	6
	ART.-245	Publication Design for Web I	3	6

Illustration Option

	ART.-110	Art Appreciation	3	3
or	ART.-111	Art History Survey Prehistoric to 14 C	4	4
or	ART.-112	Art History Survey Renaissance to Modern	4	4
or	ART.-116	Art History Survey Non Western Art	4	4
	ART.-121	Intro to Graphic Design Theory & Process	3	3
	ART.-122	Graphic Design Survey	3	3
	ART.-135	Figure Drawing	3	6
	ART.-142	Basic Three-Dimensional Design	3	6
	ART.-233	Advanced Illustration	3	6
	ART.-242	Corporate ID & Promo Design	3	6
	ART.-243	Communication Design Across Cultures	3	6
	ART.-244	Publication Design for Print	3	6
	ART.-245	Publication Design for Web I	3	6
	ART.-235	Printmaking I	3	6
or	ART.-231	Advanced Drawing	3	6

Motion & Media Graphics Option

	ART.-121	Intro to Graphic Design Theory & Process	3	3
or	MAET-110	Media History and Theory	3	3
	ART.-122	Graphic Design Survey	3	3
or	MAET-120	Media Aesthetics	3	3
	ART.-275	Intro to Creative Digital Video	3	6
	ART.-276	Motion Graphics for TV and Video	3	6
	MAET-100	Intro to Media Production	4	6
	MAET-180	Intro to Screenwriting	4	4
	MAET-200	Television Production	4	6
	MUS.-186	Introduction to Film Music	3	3
		GROUP TOTAL	**45-58**	**75-100**

Related Requirement Courses

COURSE	DESCRIPTION	CR	CT
PHOT-180	Basic Photography	3	3
	GROUP TOTAL	**6**	**6**

Recommended Elective Courses

COURSE	DESCRIPTION	CR	CT
	Any ART. course not already required above	3-4	4-6
	Any PHOT course not already required above	3	3-4
	Any MAET course not already required above	3-4	3-6
ANTH-211	Introduction to Cultural Anthropology	3	3
BUSN-253	Advertising	3	3
BUSN-255	Principles of Marketing	3	3
COMT-120	Digital Media Production I	3	3
COMT-220	Digital Media Production II	3	3
ENGL-271	Film As Literature	3	3
MKT.-153	Sales Promotion Methods	3	3
MUS.-186	Introduction to Film Music	3	3
FILM-181	Introduction to Film	3	3
	GROUP TOTAL	**As needed**	

General Education Requirements (minimum of 18 credits required)

English Composition (3 credits)

	COURSE	DESCRIPTION	CR	CT
	ENGL-101	English Composition I	3	3
or	ENGL-103	Composition for Technical Fields I	3	3

Humanities (3 credits)

	ART.-110	Art Appreciation	3	3
or	ART.-111	Art History Survey Prehistoric to 14 C	4	4
or	ART.-112	Art History Survey Renaissance to Modern	4	4
or	ART.-116	Art History Survey Non Western Art	4	4
or	ART.-121	Intro to Graphic Design Theory & Process	3	3
or	ART.-122	Graphic Design Survey	3	3

Social Science (3 credits)

		Complete any 100 level or higher Social Science course	3	3

Mathematics (3-4 credits)

		Test out by placing into MATH 120 or higher on the MCC Placement test OR Complete any 100 level or higher Mathematics course	3-4	3-4

Additional General Education Credits to Fulfill General Education Requirements

	ENGL-102	English Composition II	3	3
	ART.-145	Intro to Digital Design	3	6
		GROUP TOTAL	**18**	**18**
		PROGRAM TOTAL	**63-75**	**90-118**

NOTES:

1. PORTFOLIO REVIEW/SUPPLEMENTAL APPLICATION: Prior to enrolling in any 200-level Graphic Design courses, students must have achieved an overall GPA of at least 2.5 in studio art courses. Students must also submit a Supplemental Application to the Program Coordinator in Graphic Design. Students must have completed ART. 141, 131, 132, 145 and 146, 121 and ENGL 101. Their Supplemental Application includes a request for a Portfolio Review and a written essay. In the portfolio, students must show proficiency in ART. 141, 131, 132, 145 and 146 to a committee of at least three Art/Design faculty and the Graphic Design Program Coordinator who will review the student's portfolio based upon a variety of criteria including, but not limited to, Technical mastery, Creative/Conceptual applications, Color and Composition and Presentation. The essay submitted by the student must be at least two pages (12 pt/double-spaced, Times Roman, 1-inch margins all around, plus cover) and discuss the student's goals and objectives in their career or further education and their response to the creative process in visual communications.

2. APPLICATION FOR GRADUATION PORTFOLIO REVIEW: Students who are nearly ready to graduate and who are in the process of taking ART. 246 - Self-Promotion & Portfolio Design will undergo a final departmental portfolio review as part of their course and graduation requirements. By week 14, the student must make a formal portfolio presentation for evaluation.