

# ADVERTISING AND GRAPHIC DESIGN CERTIFICATE

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Division: Visual and Performing Arts

PROGRAM CODE: 2C35894

The **Advertising and Graphic Design Certificate** is designed to prepare students for entry-level positions in the professions of advertising, graphic design or allied profession. The hands-on classes allow a student to create professional quality designs suitable for inclusion in a portfolio. This certificate requires a total of 40-41 units. A minimum grade of C is required in each course taken.

Code	Title	Units
<b>Required Courses (34-35 units):</b>		
ART 123 F	Business Practices in Art	3
ART 299 F	Art Independent Study	1-2
DART 100 F	Introduction to Digital Art	3
DART 112 F	Vector Graphics	3
DART 132 F	Digital Imaging I	3
DART 140 F	Digital Publishing I	3
DART 146 F	Digital Publishing II	3
GRFX 100 F	Graphic Design I (formerly ART 140 F)	3
GRFX 150 F	Graphic Design II (formerly ART 147 F)	3
GRFX 160 F	Publication Design (formerly ART 145 F)	3
GRFX 230 F	Advertising Design (formerly ART 146 F)	3
GRFX 240 F	Packaging Design (formerly ART 148 F)	3
<b>Restricted Electives (6 units):</b>		
ART 118 F	Color Theory	3
ART 120 F	Basic Design	3
ART 182 F	Basic Drawing	3
PRNT 101 F	Introduction to Printing	3
DART 170 F	Digital Photo Editing I	3
PHOT 101 F	Introduction to Photography	3
<b>Total Units</b>		<b>40-41</b>

**Outcome 1:** Evaluate advertising or design proposals and then create, design and communicate visual solutions to decision-makers.

**Outcome 2:** Demonstrate proficiency in the use of graphic design terminology and software to create visual solutions to professional design assignments.

**Outcome 3:** Analyze and interpret contemporary and historical graphic design styles and apply that understanding in the creation of visual design solutions.

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[https://www.curricunet.com/fullerton/reports/program\\_report.cfm?programs\\_id=1242](https://www.curricunet.com/fullerton/reports/program_report.cfm?programs_id=1242)