

## Contact Us:

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## Program Overview

The Commercial Art program at Piedmont Technical College consists of two certificates offering training in different facets of the graphic arts. The program offers students an opportunity to cross-train in multiple, related disciplines, or to focus on one area of specialization. Each certificate provides students with a primary technical specialty. Students completing a certificate can attain an Associate Degree in Occupational Technology by taking select general education courses and choosing a secondary technical specialty.

Students get a solid foundation in design concepts, in-depth instruction in the most up-to-date versions of industry standard software like the Adobe Creative Suite and Maya, and actual experience with real-world challenges related to their field of study.

Because job applicants in these fields are judged primarily on the strength of their previous work, the importance of developing a solid portfolio is stressed throughout all of the areas of study.

## Career Opportunities

Career opportunities are available in advertising agencies, commercial printing businesses, newspapers, fabric printing businesses, publishing companies, photography studios and various business and industry graphic design departments. About 25 percent of commercial art professionals are self-employed; many do freelance work in addition to holding a salaried job in design or in another occupation.

## PROGRAM REQUIREMENTS

### A.A.S. Major in General Technology, Concentration in Advertising Design with Secondary Specialty in Photography - GADP

The A.A.S. degree in General Technology with a concentration in Advertising Design with secondary specialty in Photography provides additional training and hands-on experience for those students who plan to operate a freelance business or find employment with advertising agencies, printing firms or in-house marketing departments.

The core training received in these programs will prepare the degree student with skills layout and design, color and composition, basic and advanced photographic skills, a familiarity with many styles of art and a portfolio of finished professional work for interviews in the job market.

GENERAL EDUCATION	CREDIT HOURS
ENG 101 English Composition I .....	3.0
or ENG 165 Professional Communications	
PSY 201 General Psychology .....	3.0
or PSY 103 Human Relations	
MAT 170 Algebra, Geometry and Trigonometry I.....	3.0
BIO 101 Biological Science I .....	4.0
or EVT 155 Introduction to Earth Science	
or EVT 156 Introduction to Environmental Science	
ART 101 Art History and Appreciation.....	3.0

### PRIMARY SPECIALTY: ADVERTISING DESIGN

ARV 110 Computer Graphics I .....	3.0
ARV 120 Drawing .....	3.0
ARV 121 Design.....	3.0
CGC 106 Typography I.....	3.0
ARV 162 Graphic Reproduction I.....	3.0
ARV 261 Advertising Design I.....	3.0
ARV 262 Advertising Design II .....	3.0
CWE 112 Cooperative Work Experience I .....	2.0
ARV 265 Graphics Art Portfolio .....	1.0
ARV 123 Composition and Color .....	3.0

**SECONDARY SPECIALTY: CREDIT HOURS**  
**PHOTOGRAPHY**

ARV 114	Photography I .....	3.0
ARV 214	Photography II.....	3.0
ARV 215	Photography III .....	3.0
ARV 161	Visual Communication Media.....	3.0

**OTHER COURSES REQUIRED FOR GRADUATION**

CWE 113	Cooperative Work Experience II.....	3.0
CPT 160	Digital Vector Graphics I.....	3.0
CPT 161	Introduction to Digital Raster Graphics II.....	3.0
MGT 120	Small Business Management.....	3.0

**TOTAL CREDIT HOURS: 67.0**

## A.A.S. Major in General Technology, Concentration in Digital Rendering and Gaming with Secondary Specialty in Advertising Design or Photography - GDRA

The A.A.S. degree in General Technology with a concentration in Digital Rendering and Gaming Development provides additional training and hands-on experience for those students who plan to operate a freelance business or find employment with gaming industry, advertising agencies, printing firms or in-house marketing departments.

The core training received in these programs will prepare the degree student with skills Character rendering, layout and design, color and composition, a familiarity with many styles of art and a portfolio of finished professional work for interviews in the job market.

**GENERAL EDUCATION CREDIT HOURS**

ENG 101	English Composition I .....	3.0
	<i>or ENG 165 Professional Communications</i>	
PSY 201	General Psychology.....	3.0
	<i>or PSY 103 Human Relations</i>	
MAT 170	Algebra, Geometry and Trigonometry I.....	3.0
BIO 101	Biological Science I .....	4.0
	<i>or EVT 155 Introduction to Earth Science</i>	
	<i>or EVT 156 Introduction to Environmental Science</i>	
ART 101	Art History and Appreciation.....	3.0

**PRIMARY SPECIALTY: DIGITAL RENDERING AND GAMING CREDIT HOURS**

ARV 120	Drawing .....	3.0
ARV 121	Design.....	3.0
CPT 160	Digital Vector Graphics I .....	3.0

**CREDIT HOURS**

CPT 161	Introduction to Digital Raster Graphics II.....	3.0
ARV 124	Sequential Drawing .....	3.0
ARV 125	Drawing for Animators .....	3.0
CPT 288	Computer Game Development .....	3.0
ARV 222	Computer Animation .....	3.0
CPT 295	Desktop Publishing Applications.....	3.0

**SECONDARY SPECIALTY:**

*Choose 12 credit hours from one of the following groups:*

**Photography CREDIT HOURS**

ARV 114	Photography I .....	3.0
ARV 123	Composition and Color .....	3.0
ARV 214	Photography II.....	3.0
ARV 215	Photography III .....	3.0
CGC 106	Typography I.....	3.0

**Advertising Design**

ARV 110	Computer Graphics I .....	3.0
ARV 123	Composition and Color .....	3.0
ARV 162	Graphic Reproduction I.....	3.0
ARV 261	Advertising Design I.....	3.0
ARV 262	Advertising Design II .....	3.0

**ELECTIVES:**

*Choose 12 credit hours from:*

BUS 101	Introduction to Business.....	3.0
MKT 135	Customer Service Techniques .....	3.0
MKT 240	Advertising.....	3.0
MGT 120	Small Business Management.....	3.0
ARV 266	Seminar in Graphics Art .....	3.0

**TOTAL CREDIT HOURS: 67.0**

## A.A.S. Major in General Technology, Concentration in Photography with Secondary Specialty in Advertising Design - GPAD

The A.A.S. degree in General Technology with a concentration in Photography provides additional training and hands-on experience for those students who plan to operate a freelance business or find employment with photography studios, advertising agencies, printing firms or in-house marketing departments.

The core training received in these programs prepares the degree student with basic and advanced photographic skills, skills in layout and design, color and composition, basic and advanced photographic skills, a familiarity with many styles of art and a portfolio of finished professional work for interviews in the job market.

<b>GENERAL EDUCATION</b>		<b>CREDIT HOURS</b>
ENG 101	English Composition I .....	3.0
	<i>or ENG 165 Professional Communications</i>	
PSY 201	General Psychology .....	3.0
	<i>or PSY 103 Human Relations</i>	
MAT 170	Algebra, Geometry and Trigonometry I.....	3.0
BIO 101	Biological Science I .....	4.0
	<i>or EVT 155 Introduction to Earth Science</i>	
	<i>or EVT 156 Introduction to Environmental Science</i>	
ART 101	Art History and Appreciation.....	3.0

#### **PRIMARY SPECIALTY: PHOTOGRAPHY**

ARV 110	Computer Graphics I .....	3.0
ARV 114	Photography I .....	3.0
ARV 121	Design.....	3.0
CGC 106	Typography I.....	3.0
ARV 162	Graphic Reproduction I.....	3.0
ARV 214	Photography II.....	3.0
ARV 266	Seminar in Graphics Art .....	3.0
ARV 215	Photography III .....	3.0
ARV 265	Graphics Art Portfolio .....	1.0
CWE 112	Cooperative Work Experience I .....	2.0

#### **SECONDARY SPECIALTY: ADVERTISING DESIGN**

ARV 123	Composition and Color .....	3.0
ARV 261	Advertising Design I.....	3.0
ARV 262	Advertising Design II .....	3.0
MKT 240	Advertising.....	3.0

#### **OTHER COURSES REQUIRED FOR GRADUATION**

CWE 113	Cooperative Work Experience II.....	3.0
CPT 160	Digital Vector Graphics I .....	3.0
CPT 161	Introduction to Digital Raster Graphics II.....	3.0
MGT 120	Small Business Management.....	3.0

**TOTAL CREDIT HOURS: 67.0**

### **Advertising Design Certificate - ARV6**

This certificate covers the fundamentals of copy and layout for print media advertising. In addition to core classes, coursework centers around basic copywriting, advertising design, marketing and typography. Hands-on projects designing logos, posters, flyers and advertisements will help students build a portfolio of work to show potential employers. Students will learn on the latest hardware and software available.

This certificate provides students with a primary technical specialty. Students completing this certificate can, by taking selected general education courses and a secondary technical specialty, have the opportunity to obtain an Associate Degree in Occupational Technology with a major in General Technology. Students should meet with their advisor(s) to select the proper courses to meet their particular educational goals.

#### **Day or Evening Program**

#### **FIRST SEMESTER**

ARV 110	Computer Graphics I .....	3.0
ARV 120	Drawing .....	3.0
ARV 121	Design.....	3.0
CGC 106	Typography I.....	3.0
AOT 105	Keyboarding.....	3.0

#### **SECOND SEMESTER**

ARV 161	Visual Communications Media .....	3.0
ARV 162	Graphic Reproduction I.....	3.0
ARV 261	Advertising Design I.....	3.0
ARV 266	Seminar in Graphics Art .....	3.0
MKT 240	Advertising.....	3.0

#### **SUMMER TERM**

ARV 262	Advertising Design II .....	3.0
ARV 265	Graphics Art Portfolio .....	1.0
CWE 112	Cooperative Work Experience I .....	2.0

**TOTAL CREDIT HOURS: 36.0**

### **Digital Rendering and Gaming Development Certificate - ARV5**

This certificate will offer training and preparation for career opportunities in entry-level positions in the fast-growing digital rendering, game development, and multimedia fields. Industry standard software and equipment will be used to provide exposure to digital gaming technology, game design process, animation, computer graphics and multimedia design subjects.

#### **Day Program**

#### **FIRST SEMESTER**

ARV 120	Drawing .....	3.0
ARV 121	Design.....	3.0
CPT 160	Digital Vector Graphics I .....	3.0
CPT 161	Introduction to Digital Raster Graphics II.....	3.0

<b>SECOND SEMESTER</b>	<b>CREDIT HOURS</b>
ARV 205 Graphic Illustration .....	3.0
ARV 124 Sequential Drawing .....	3.0
ARV 125 Drawing for Animators .....	3.0
CPT 207 Complex Computer Applications .....	3.0

### **THIRD SEMESTER**

CPT 288 Computer Game Development .....	3.0
ARV 222 Computer Animation .....	3.0
CPT 293 Advanced Multimedia Applications.....	3.0
CPT 295 Desktop Publishing Applications.....	3.0

**TOTAL CREDIT HOURS: 36.0**

<b>SUMMER TERM</b>	<b>CREDIT HOURS</b>
ARV 215 Photography III .....	3.0
ARV 265 Graphics Art Portfolio .....	1.0
CWE 112 Cooperative Work Experience I .....	2.0

**TOTAL CREDIT HOURS: 36.0**

>>> Visit [www.ptc.edu/commercialart](http://www.ptc.edu/commercialart) to learn more.

## **Photography Certificate - ARV9**

This certificate provides both aesthetic and commercial applications of photography. Beginning in the first semester, students will learn how to take pictures on assignment. Beginning, intermediate and advanced photography classes are offered in addition to core courses.

This certificate provides students with a primary technical specialty. Students completing this certificate can, by taking selected general education courses and a secondary technical specialty, have the opportunity to obtain an Associate Degree in Occupational Technology with a major in General Technology. Students should meet with their advisor(s) to select the proper courses to meet their particular educational goals.

### **Day or Evening Program**

<b>FIRST SEMESTER</b>	<b>CREDIT HOURS</b>
ARV 110 Computer Graphics I .....	3.0
ARV 114 Photography I .....	3.0
ARV 121 Design.....	3.0
CGC 106 Typography .....	3.0
ART 101 Art History and Appreciation.....	3.0

### **SECOND SEMESTER**

ARV 161 Visual Communications Media .....	3.0
ARV 162 Graphic Reproduction I.....	3.0
ARV 214 Photography II.....	3.0
ARV 266 Seminar in Graphics Art .....	3.0
ENG 165 Professional Communications.....	3.0