

## 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

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 COURSES

COURSES	CREDIT HOURS
ENG 101 English Composition I .....	3.0
<i>or ENG 165 Professional Communications</i>	
Lab Science/Mathematics .....	3.0/4.0
Mathematical Requirement .....	3.0
<i>MAT 155, 170, 171 or approved courses</i>	
Elective Behavioral Science .....	3.0
Elective Humanities/Fine Arts .....	3.0

**SUBTOTAL: 15.0/16.0**

#### REQUIRED CORE SUBJECT AREAS

COURSES	CREDIT HOURS
ARV 110 Computer Graphics I .....	3.0
ARV 120 Drawing .....	3.0
ARV 121 Design .....	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
ARV 265 Graphics Art Portfolio .....	1.0
CGC 106 Typography I .....	3.0
CWE 112 Cooperative Work Experience I .....	2.0

**SUBTOTAL: 27.0**

## SECONDARY SPECIALTY COURSES

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

**SUBTOTAL: 12.0**

## OTHER COURSES REQUIRED FOR GRADUATION COURSES

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

**SUBTOTAL: 12.0**

**TOTAL CREDIT HOURS: 66.0/67.0**

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

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 in 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 COURSES

COURSES	CREDIT HOURS
ENG 101 English Composition I.....	3.0
or ENG 165 Professional Communications	
Lab Science/Mathematics .....	3.0/4.0
Mathematical Requirement .....	3.0
MAT 155, MAT 170, MAT 171 or approved courses	
Elective Behavioral Science .....	3.0
Elective Humanities/Fine Arts .....	3.0

**SUBTOTAL: 15.0/16.0**

## REQUIRED CORE SUBJECT AREAS

COURSES	CREDIT HOURS
ARV 120 Drawing .....	3.0
ARV 121 Design.....	3.0
ARV 124 Sequential Drawing .....	3.0
ARV 125 Drawing for Animators .....	3.0
ARV 222 Computer Animation .....	3.0
CPT 160 Digital Vector Graphics I.....	3.0
CPT 161 Introduction to Digital Raster Graphics I.....	3.0
CPT 288 Computer Game Development .....	3.0
CPT 295 Desktop Publishing Applications.....	3.0

**SUBTOTAL: 27.0**

## SECONDARY SPECIALTY:

Choose 12 credit hours from one of the following groups:

COURSES	CREDIT HOURS
<u>Photography</u>	
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

**SUBTOTAL: 12.0**

## OTHER COURSES REQUIRED FOR GRADUATION

Choose 12 credit hours from:

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

**SUBTOTAL: 12.0**

**TOTAL CREDIT HOURS: 66.0/67.0**

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

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 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.

### GENERAL EDUCATION COURSES

COURSES	CREDIT HOURS
ENG 101 English Composition I..... 3.0 <i>or ENG 165 Professional Communications</i>	
Lab Science/Mathematics .....3.0/4.0	
Mathematical Requirement ..... 3.0 <i>MAT 155, MAT 170, MAT 171 or approved courses</i>	
Elective Behavioral Science ..... 3.0	
Elective Humanities/Fine Arts ..... 3.0	

**SUBTOTAL: 15.0/16.0**

### REQUIRED CORE SUBJECT AREAS

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

**SUBTOTAL: 27.0**

### SECONDARY SPECIALTY COURSES

COURSES	CREDIT HOURS
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	

**SUBTOTAL: 12.0**

### OTHER COURSES REQUIRED FOR GRADUATION

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

**SUBTOTAL: 12.0**

**TOTAL CREDIT HOURS: 66.0/67.0**

## Advertising Design Certificate

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 in Applied Science degree with a major in General Technology. Students should meet with their advisor(s) to select the proper courses to meet their particular educational goals.

### REQUIRED COURSE INFORMATION

COURSES	CREDIT HOURS
ARV 110 Computer Graphics I ..... 3.0	
ARV 120 Drawing ..... 3.0	
ARV 121 Design..... 3.0	
ARV 123 Composition and Color ..... 3.0	
ARV 161 Visual Communications Media ..... 3.0	
ARV 162 Graphic Reproduction I..... 3.0	
ARV 261 Advertising Design I..... 3.0	
ARV 262 Advertising Design II ..... 3.0	
ARV 265 Graphics Art Portfolio ..... 1.0	
CGC 106 Typography I..... 3.0	
CWE 112 Cooperative Work Experience I ..... 2.0	

**SUBTOTAL: 30.0**

**TOTAL CREDIT HOURS: 30.0**

## Digital Rendering and Gaming Development Certificate

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.

### REQUIRED COURSE INFORMATION

COURSES	CREDIT HOURS
ARV 110 Computer Graphics I .....	3.0
ARV 120 Drawing .....	3.0
ARV 121 Design .....	3.0
ARV 123 Composition and Color .....	3.0
ARV 124 Sequential Drawing .....	3.0
ARV 125 Drawing for Animators .....	3.0
ARV 222 Computer Animation .....	3.0
CPT 160 Digital Vector Graphics I .....	3.0
CPT 161 Introduction to Digital Raster Graphics I .....	3.0
CPT 288 Computer Game Development .....	3.0
<b>SUBTOTAL: 30.0</b>	
<b>TOTAL CREDIT HOURS: 30.0</b>	

## Photography Certificate

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.

### REQUIRED COURSE INFORMATION

COURSES	CREDIT HOURS
ARV 110 Computer Graphics I .....	3.0
ARV 114 Photography I .....	3.0
ARV 121 Design .....	3.0
ARV 123 Composition and Color .....	3.0
ARV 162 Graphic Reproduction I .....	3.0
ARV 214 Photography II .....	3.0
ARV 215 Photography III .....	3.0
ARV 265 Graphics Art Portfolio .....	1.0
CGC 106 Typography .....	3.0
CWE 112 Cooperative Work Experience I .....	2.0
MKT 240 Advertising .....	3.0
<b>SUBTOTAL: 30.0</b>	
<b>TOTAL CREDIT HOURS: 30.0</b>	

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