

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

## Requirements

Courses	Course Title	Credit Hours
<b>Required Course Information</b>		
ARV 110	Computer Graphics I	3
ARV 120	Drawing	3
ARV 121	Design	3
ARV 123	Composition and Color	3
ARV 161	Visual Communication Media	3
ARV 162	Graphic Reproduction I	3
ARV 261	Advertising Design I	3
ARV 262	Advertising Design II	3
ARV 265	Graphics Arts Portfolio	1
CGC 106	Typography I	3
CWE 112	Cooperative Work Experience I	2
Subtotal		30
<b>Total Hours</b>		<b>30</b>

## Graduation Plan

### Fall Start

Course	Title	Hours
<b>First Year</b>		
<b>Fall Semester</b>		
ARV 110	Computer Graphics I	3
ARV 120	Drawing	3
ARV 121	Design	3
CGC 106	Typography I	3
<b>Hours</b>		<b>12</b>
<b>Spring Semester</b>		
ARV 123	Composition and Color	3
ARV 161	Visual Communication Media	3
ARV 162	Graphic Reproduction I	3

ARV 261	Advertising Design I	3
<b>Hours</b>		<b>12</b>
<b>Summer Semester</b>		
ARV 262	Advertising Design II	3
ARV 265	Graphics Arts Portfolio	1
CWE 112	Cooperative Work Experience I	2
<b>Hours</b>		<b>6</b>
<b>Total Hours</b>		<b>30</b>

## Application and Advising

If you are ready to start your education, there are a few simple steps involved in enrolling at Piedmont Technical College.

Get Started Today (<https://www.ptc.edu/admissions/new-students/>)

## Advising Information

The following information provides a guide for advisors who are helping students enroll in this program.

### Program Notes

The best time to start this program is fall. Note that even though many ARV classes have no prerequisites, a very good grasp of basic computer use and navigation along with basic verbal, grammar and spelling skills are required for success in this curriculum.

Students will be responsible for obtaining a quality digital single lens reflex or mirrorless camera, a subscription to the Adobe Creative Cloud suite of products, and access to a color printer. The instructor will provide details as necessary. These investments will help prepare the student for a future in the commercial arts.

### Notes About Individual Classes

No English class is required for completion of this certificate; however, good verbal, grammar and spelling skills are a must in this field. Several investments must be made for a future in commercial arts, including a computer, a digital camera, portable external hard drives, etc. Students may wish to use this certificate to fulfill requirements for the Associate in Applied Science degree, major in General Technology.

Some level of proficiency with Adobe Creative Suite is highly recommended.

## Program Student Learning Outcomes

### Purpose Statement

This certificate will provide the student with fundamental knowledge of Layout design, copy, and typography for print media advertising. Coursework covers basic copywriting, advertising design, marketing basics, and typography. Students will have hands on projects designing logos, posters, flyers, and advertisements to build a professional portfolio of work for presentation to employers.

### Student Learning Outcomes

1. Demonstrate the ability to use design techniques in creating various printed items as well as web content creation.

2. Conceptualize, design, and create standalone design elements as assigned.
3. Understand and apply advanced design literacy concepts.
4. Demonstrate the ability to organize, archive, and retrieve data using current computer technologies.