

# GENERAL TECHNOLOGY, CONCENTRATION IN ADVERTISING DESIGN WITH SECONDARY SPECIALTY IN PHOTOGRAPHY, A.A.S. - 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 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.

## Requirements

Courses	Course Title	Credit Hours
<b>General Education Courses</b>		
ENG 101 or ENG 165	English Composition I Professional Communications	3
Lab Science/Mathematics ( <a href="https://catalog.ptc.edu/student-handbook/advising-registration/general-education-courses/">https://catalog.ptc.edu/student-handbook/advising-registration/general-education-courses/</a> )		3-4
Select 3 credits of the following Mathematical Requirement ( <a href="https://catalog.ptc.edu/student-handbook/advising-registration/general-education-courses/">https://catalog.ptc.edu/student-handbook/advising-registration/general-education-courses/</a> ):		3
MAT 155	Contemporary Mathematics	
MAT 170	Algebra, Geometry and Trigonometry I	
MAT 171	Algebra, Geometry and Trigonometry II	
Elective Behavioral Science ( <a href="https://catalog.ptc.edu/student-handbook/advising-registration/general-education-courses/">https://catalog.ptc.edu/student-handbook/advising-registration/general-education-courses/</a> )		3
Elective Humanities/Fine Arts ( <a href="https://catalog.ptc.edu/student-handbook/advising-registration/general-education-courses/">https://catalog.ptc.edu/student-handbook/advising-registration/general-education-courses/</a> )		3
Subtotal		15-16
<b>Required Core Subject Areas</b>		
ARV 110	Computer Graphics I	3
ARV 120	Drawing	3
ARV 121	Design	3
ARV 123	Composition and Color	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		27

### Secondary Specialty Courses

ARV 114	Photography I	3
ARV 161	Visual Communication Media	3
ARV 214	Photography II	3
ARV 215	Photography III	3
Subtotal		12

### Other Courses Required Graduation

CPT 160	Digital Vector Graphics I	3
CPT 161	Introduction to Digital Raster Graphics I	3
CWE 113	Cooperative Work Experience I	3
MGT 120	Small Business Management	3
Subtotal		12

Total Hours 66-67

### Graduation Plan

Our semester-by-semester graduation plans will show you when required courses in your major are offered. Following this plan will help you stay on track and graduate on time.

## Fall Start

Course	Title	Hours
<b>First Year</b>		
<b>Fall Semester</b>		
ARV 110	Computer Graphics I	3
ARV 114	Photography I	3
ARV 120	Drawing	3
ARV 121	Design	3
CGC 106	Typography I	3
	Hours	15
<b>Spring Semester</b>		
ARV 123	Composition and Color	3
ARV 162	Graphic Reproduction I	3
ARV 214	Photography II	3
ARV 261	Advertising Design I	3
	Hours	12
<b>Summer Semester</b>		
ARV 215	Photography III	3
ARV 262	Advertising Design II	3
MGT 120	Small Business Management	3
	Hours	9
<b>Second Year</b>		
<b>Fall Semester</b>		
CPT 160	Digital Vector Graphics I	3
CPT 161	Introduction to Digital Raster Graphics I	3
ENG 101	English Composition I	3
MAT 155 or MAT 170	Contemporary Mathematics or Algebra, Geometry and Trigonometry I	3
	Hours	12

### Spring Semester

ARV 161	Visual Communication Media	3
CWE 112	Cooperative Work Experience I	2
Elective Behavioral Science ( <a href="https://catalog.ptc.edu/student-handbook/advising-registration/general-education-courses/">https://catalog.ptc.edu/student-handbook/advising-registration/general-education-courses/</a> )		3
Lab Science/Mathematics ( <a href="https://catalog.ptc.edu/student-handbook/advising-registration/general-education-courses/">https://catalog.ptc.edu/student-handbook/advising-registration/general-education-courses/</a> )		3-4
Hours		11-12

### Summer Semester

ART 101	Art History and Appreciation	3
CWE 113	Cooperative Work Experience I	3
ARV 265	Graphics Arts Portfolio	1
Hours		7
Total Hours		66-67

## 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, however students can start any semester if they have the required prerequisites for the classes they want to take. 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.

Some level of proficiency with Adobe Creative Suite is highly recommended. If a student has had none or limited exposure to this software, CPT 160 or CPT 161 is recommended prior to enrollment in ARV courses.

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.

Several investments must be made for a future in commercial arts, including a computer, a specialized digital single lens reflex or mirrorless camera, portable external hard drives, jump drives, etc.

It is strongly recommended that developmental or transitional classes be taken first.

### Notes About Individual Classes

ENG 165 will meet the requirements of this program. Students will follow this progression, with their starting point being determined by their placement test scores: ENG 032/012 and/or RDG 032/012 (or RWR 032/012) > ENG 100 and/or RDG 100 (or RWR 100) > ENG 165. ENG 101,

a class which is more likely to transfer, can be substituted for ENG 165 if the student is considering pursuing a four-year degree in the future.

MAT 170 or MAT 155 will meet the requirements of this program. Students will follow this progression, with their starting point being determined by their placement test scores: MAT 032/012 > MAT 170 or MAT 155. Students may choose to take a higher-level math course if they want a class that is more likely to transfer to a four-year institution.

BIO 112, which provides a basic understanding of bone and musculature structure that is useful in accurately rendering the human form in drawings and design, is the recommended course for any ARV student in an associates program. However, BIO 101, EVT 155 or EVT 156 will also meet the requirements for this degree. Different prerequisites, which are listed in the Academic Catalog and which should appear in DegreeWorks, are required for each science class.

PSY 103, PSY 201, or any other social science will be acceptable for the social science general education requirement.

## Program Purpose

The A.A.S., General Technology with a primary specialty in Advertising Design and secondary specialty in Photography will provide an opportunity for students to pursue multiple areas of specialization and earn an associate degree by completing additional course work in general education. The degree may prepare graduates to transfer and continue their education at the baccalaureate level upon graduation or to become employed in the Advertising industry through in-house marketing agencies, service bureaus, advertising design agencies, or Photographic businesses and their counterparts.

## Program Student Learning Outcomes

For more information, review the learning outcomes for the corresponding certificates.

Learn More (<https://catalog.ptc.edu/academic-programs/business-information-technology-public-service-commercial-art/commercial-art-curricula/>)