

GENERAL TECHNOLOGY, CONCENTRATION IN DIGITAL RENDERING AND GAMING WITH SECONDARY SPECIALTY IN ADVERTISING DESIGN OR PHOTOGRAPHY, A.A.S. - GDRA

The A.A.S. degree in General Technology with a concentration in Digital Rendering and Gaming with secondary specialty in Advertising Design or Photography 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.

Requirements

Courses	Course Title	Credit Hours
General Education Courses		
ENG 101 or ENG 165	English Composition I Professional Communications	3
	Lab Science/Mathematics (https://catalog.ptc.edu/student-handbook/advising-registration/general-education-courses/)	3-4
	Mathematical Requirement (https://catalog.ptc.edu/student-handbook/advising-registration/general-education-courses/)	3
	Elective Behavioral Science (https://catalog.ptc.edu/student-handbook/advising-registration/general-education-courses/)	3
	Elective Humanities/Fine Arts (https://catalog.ptc.edu/student-handbook/advising-registration/general-education-courses/)	3
	Subtotal	15-16
Required Core Subject Areas		
ARV 120	Drawing	3
ARV 121	Design	3
ARV 124	Sequential Drawing	3
ARV 125	Drawing for Animators	3
ARV 222	Computer Animation	3
CPT 160	Digital Vector Graphics I	3
CPT 161	Introduction to Digital Raster Graphics I	3
CPT 288	Computer Game Development I	3
CPT 295	Desktop Publishing Applications	3
	Subtotal	27
Secondary Specialty		
	Choose 12 credit hours from one of the following groups:	12

Photography

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

Advertising Design

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

Subtotal 12

Other Courses Required for Graduation

Choose 12 credit hours from: 12

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

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.

Digital Rendering with Advertising Design, Fall Start

Course	Title	Hours
First Year		
Fall Semester		
ARV 110	Computer Graphics I	3
ARV 120	Drawing	3
CPT 160	Digital Vector Graphics I	3
CPT 161	Introduction to Digital Raster Graphics I	3
	Hours	12

Spring Semester

ARV 123	Composition and Color	3
ARV 124	Sequential Drawing	3
ARV 125	Drawing for Animators	3
ARV 261	Advertising Design I	3
	Hours	12

Summer Semester

ARV 222	Computer Animation	3
ARV 262	Advertising Design II	3
CPT 288	Computer Game Development I	3
	Hours	9

Second Year
Fall Semester

ARV 121	Design	3
ENG 101	English Composition I	3
Mathematical Requirement (https://catalog.ptc.edu/student-handbook/advising-registration/general-education-courses/)		3
Elective Behavioral Science (https://catalog.ptc.edu/student-handbook/advising-registration/general-education-courses/)		3

Hours **12**

Spring Semester

ART 101	Art History and Appreciation	3
ARV 266	Seminar in Graphics Art	3
BUS 101	Introduction to Business	3
Lab Science/Mathematics (https://catalog.ptc.edu/student-handbook/advising-registration/general-education-courses/)		3-4

Hours **12-13**

Summer Semester

CPT 295	Desktop Publishing Applications	3
MGT 120	Small Business Management	3
MKT 240	Advertising	3

Hours **9**

Total Hours **66-67**

Digital Rendering with Photography, Fall Start

Course	Title	Hours
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First Year
Fall Semester

ARV 114	Photography I	3
ARV 120	Drawing	3
CPT 160	Digital Vector Graphics I	3
CPT 161	Introduction to Digital Raster Graphics I	3
CGC 106	Typography I ¹	3

Hours **15**

Spring Semester

ARV 123	Composition and Color ¹	3
ARV 124	Sequential Drawing	3
ARV 125	Drawing for Animators	3
ARV 214	Photography II	3

Hours **12**

Summer Semester

ARV 222	Computer Animation	3
ARV 262	Advertising Design II	3
CPT 288	Computer Game Development I	3

Hours **9**

Second Year
Fall Semester

ARV 121	Design	3
ENG 101	English Composition I	3
or ENG 165	or Professional Communications	

Mathematical Requirement (https://catalog.ptc.edu/student-handbook/advising-registration/general-education-courses/)	3
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Elective Behavioral Science (https://catalog.ptc.edu/student-handbook/advising-registration/general-education-courses/)	3
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Hours **12**

Spring Semester

ART 101	Art History and Appreciation	3
ARV 266	Seminar in Graphics Art ²	3
BUS 101	Introduction to Business ²	3

Lab Science/Mathematics (https://catalog.ptc.edu/student-handbook/advising-registration/general-education-courses/)	
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Hours **9**

Summer Semester

CPT 295	Desktop Publishing Applications	3
MGT 120	Small Business Management	3
MKT 240	Advertising	3

Hours **9**

Total Hours **66**

¹ Choose CGC 106 in Fall *OR* ARV 123 in Spring. Only 1 is required.

² MKT 135 can substitute ARV 266, BUS 101, MGT 120, *OR* MKT 240

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.

Notes About Individual Classes

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 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 Digital Rendering and Gaming Development and secondary specialization in Advertising Design or Photography provides 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 digital content creation or gaming industry, advertising design agencies, printing firms, photographic businesses, or in marketing and marketing development.

Student Program 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/>)