

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

The A.A.S. degree in General Technology with a concentration in Photography with a secondary specialty in Advertising Design 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.

Requirements

Courses	Course Title	Credit Hours
General Education Courses		
ENG 101	English Composition I	3
or ENG 165	Professional Communications	
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 110	Computer Graphics I	3
ARV 114	Photography I	3
ARV 121	Design	3
ARV 162	Graphic Reproduction I	3
ARV 214	Photography II	3
ARV 215	Photography III	3
ARV 265	Graphics Arts Portfolio	1
ARV 266	Seminar in Graphics Art	3
CGC 106	Typography I	3
Subtotal		25
Secondary Specialty Courses		
ARV 123	Composition and Color	3

ARV 261	Advertising Design I	3
ARV 262	Advertising Design II	3
MKT 240	Advertising	3
Subtotal		12
Other Courses Required for Graduation		
ARV 282	SCWE in Digital Arts	6
COL 103	College Skills	3
CPT 160	Digital Vector Graphics I	3
CPT 161	Introduction to Digital Raster Graphics I	3
MGT 120	Small Business Management	3
Subtotal		18
Total Hours		70-71

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
First Year		
Fall Semester		
ARV 110	Computer Graphics I	3
ARV 114	Photography I	3
CGC 106	Typography I	3
COL 103	College Skills	3
CPT 160	Digital Vector Graphics I	3
		Hours
		15
Spring Semester		
ARV 121	Design	3
ARV 214	Photography II	3
ARV 261	Advertising Design I	3
CPT 161	Introduction to Digital Raster Graphics I	3
MKT 240	Advertising	3
		Hours
		15
Summer Semester		
ARV 123	Composition and Color	3
ARV 215	Photography III	3
ARV 262	Advertising Design II	3
		Hours
		9
Second Year		
Fall Semester		
ARV 162	Graphic Reproduction I	3
ENG 101	English Composition I	3
Elective Behavioral Science (https://catalog.ptc.edu/student-handbook/advising-registration/general-education-courses/)		3
Mathematical Requirement (https://catalog.ptc.edu/student-handbook/advising-registration/general-education-courses/)		3
		Hours
		12



Spring Semester

ARV 266	Seminar in Graphics Art	3
ARV 282	SCWE in Digital Arts	6
Lab Science/Mathematics (https://catalog.ptc.edu/student-handbook/advising-registration/general-education-courses/)		3
Hours		12

Summer Semester

ARV 265	Graphics Arts Portfolio	1
MGT 120	Small Business Management	3
Elective Humanities/Fine Arts (https://catalog.ptc.edu/student-handbook/advising-registration/general-education-courses/)		3
Hours		7
Total Hours		70

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, 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.

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

Program Purpose Statement

The A.A.S., General Technology with a primary specialty in Photography and secondary specialty in Advertising Design 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 Photography industry at the corporate or private sector levels, Photographic studios and service bureaus, as well as marketing support and 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/>)