Graphic Design: Advertising Design

Students are taught the foundational skills needed to create effective Advertising Design solutions. Print and digital advertising require the designer to be versed in the manipulation of visual imagery, the use of typography, as well as the principles and elements of design. Research and development of both the client and audience are also essential components in creating effective advertising solution concepts.

To acquire the **Certificate of Achievement in Graphic Design: Advertising Design**, it is necessary to complete the following courses with a grade of "C" or better:

Required Courses		Units	N	IP	C
GDSN 150	Typography	**3**			
GDSN 164	Digital Illustration Design	**3**			
GDSN 178	Digital Imaging Design	**3**			
GDSN 179	*Advanced Digital Imaging	**3**			
Total units needed for Certificate of Achievement		**12**			
Units Completed					
*Prerequisite/Corequisite					