

GRAPHIC DESIGN - LEVEL 2 - MARKETING (CERTIFICATE T0684)

Arts Division

Certificate T0684

This multi-level certificate program is designed to prepare students for careers in the Graphic Design field of Communication Art. In this Level 2 - Marketing emphasis, students are given the creative, design, technology, business, and marketing skills necessary to design, develop, and execute successful advertising, marketing, and branding strategies. The production software reflects industry standards and course content is driven by industry needs.

Required courses

Course Prefix	Course Name	Units
	Completion of the Graphic Design Level 1 Coursework	18
PLUS		
	Completion of the Graphic Design - Level 2 - Marketing Coursework	15
Total Units		33

Course Prefix	Course Name	Units
Graphic Design - Level 1 Coursework		
ARTC 100	Fundamentals of Graphic Design	3
ARTC 120	Print Design and Advertising	3
ARTC 140	Vector Design and Illustration	3
ARTC 160	Typography	3
ARTD 20	Design: Two-Dimensional	3
PHOT 58	Photography & Video Social Media Marketing	3
Total Units		18

Course Prefix	Course Name	Units
Graphic Design - Level 2 - Marketing Coursework		
ARTC 200	Web Design	3
ARTC 210	Corporate Identity and Branding	3
ARTC 290	Portfolio	3
BUSM 20	Principles of Business	3
BUSS 36	Principles of Marketing	3
Total Units		15

Program Learning Outcomes

Review Student Learning Outcomes (SLOs) (<http://www.mtsac.edu/instruction/outcomes/sloinfo.html>) for this program.