

ART–VISUAL COMMUNICATION DESIGN ASSOCIATE IN ARTS



This degree program provides students with strong foundational coursework emphasizing typography, design principles, and utilizes the manual and digital media needed to enter the field of graphic design. Students receive hands-on experience in the fundamentals of typography and design principles, using the most current industry software to create projects for the real world. Students will develop a professional portfolio for placement at a four-year university. Designed for students interested in pursuing a bachelor's degree in Graphic Design at a four-year university; please consult the catalog of the transfer institution for specific requirements.

Students interested in pursuing career education at the entry level, two-year associate degree or certificate in graphic design, should refer to the Graphic Design program.

Program Learning Outcomes

Upon successful completion of this program, students will be able to:

1. Use the vocabulary of the visual arts to express their observations as they perceive and respond to works of art/design, objects in nature, events, and the environment.
2. Apply artistic processes and skills, using a variety of media to communicate meaning and intent in works of art/design.
3. Analyze the role and development of the visual arts in past and present cultures throughout the world, noting human diversity as it relates to the visual arts and artists.
4. Analyze, assess, and derive meaning from works of art, including their own, according to the elements of art, the principles of design, and aesthetic qualities.
5. Apply what they learn in the visual arts across subject areas; develop competencies and creative skills in problem solving, communication, and management of time and resources that contribute to lifelong learning and career skills; and identify careers in and related to the visual arts.

Career Opportunities

Advertising Director¹
Advertising
Desktop Publishing
Display Designer
Graphic Designer
Multimedia
Package Designer
Web Media Designer

¹ Bachelor Degree or higher required

Associate in Arts Degree Requirements

Code	Title	Units
Core		
ART-120	Two-Dimensional Design	3
ART-124	Drawing I	3
ART-140	Survey of Western Art I: Prehistory through Middle Ages	3
ART-141	Survey of Western ART II: Renaissance through Modern	3
GD-105	Fundamentals of Digital Media	3
Select two of the following:		6
ART-129	Three-Dimensional Design	
GD-110	Graphic Design Principles	
GD-125	Typography	
Select three of the following:		9
ART-104	Artists and Designers Today	
ART-119	Color Theory	
ART-121	Painting I	
ART-125	Drawing II	
ART-177	Digital Drawing and Painting	
ART-230	Figure Drawing I	
Recommended Electives		
ART-151	Chicanx Art	
ART-242	Illustration II	
GD-126	Adobe Photoshop Digital Imaging	
GD-130	Professional Business Practices	
GD-210	Professional Digital Photography I	
GD-222	Web Animation	
GD-225	Digital Illustration	
GD-230	Graphic Design Work Experience	
Total Units		30

Plus General Education (<https://catalog.gcccd.edu/cuyamaca/degree-requirements-transfer-information/>) Requirements