

ART ADVERTISING - COMMERCIAL ART (CAR) (HEGIS 5012)

The program introduces students to basic skills and knowledge needed to pursue a career or further study in the visual arts. Students may select courses from an area of interest (graphic design, photography, painting/illustration, ceramics) or may elect courses in a wide variety of studio areas.

The Associate in Applied Science (A.A.S.) degree is awarded upon completion of the requirements for this program.

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

- Create basic drawing, two-dimensional, and three-dimensional art projects that incorporate research, visual idea development, and communication of visual concepts and schemes including structure, form, space, composition, line, color, balance, perspective, and synthesis.
- Show proficiency in creating works of art incorporating thinking (researching, creating), doing (designing, working, building), and communicating (presenting and analyzing).
- Analyze their and others' art work in terms of description, comparison, and evaluation of design elements, principles, methods, goals, content, meaning, relevance, and perspective.
- Create a portfolio of work in one or more Art area of choice, including graphic design, ceramics, photography, calligraphy, and mixed media.

Courses should be selected in consultation with an advisor.



Course No.	Descriptive Title	Cr.Hrs.
FIRST SEMESTER		
ENG 101	Composition I	3
ECO 105, GOV 121, HIS 104, HIS 108		3
ART 110	2D Design: The Language of Form	3
ART 111	Three-Dimensional Design	
or 120	Painting/Color Theory & Painting	3
ART 112	Drawing I	3
ART 100	Commercial Art Introductory Seminar	<u>1</u>
	TOTAL	16
SECOND SEMESTER		
ENG 102	Composition II	3
ART 111	Three-Dimensional Design	
or 120	Painting/Color Theory & Application	3
ART 113	Drawing II	3
ART 101	History of Art	3
ART:	Studio (select one course) (d)	3
WFE 101	Lifetime Wellness and Fitness	<u>3</u>
	TOTAL	18
THIRD SEMESTER		
Science (a)		4
ART 102	20th Century Art	3
ART:	Studio (select two courses) (d)	6
Elective (b)		<u>3</u>
	TOTAL	16
FOURTH SEMESTER		
Science (a)		4
BHS 103	Social Problems in Today's World	3
ART:	Studio (select two courses) (d)	6
Free Elective (c)		<u>3-4</u>
	TOTAL	16-17
	TOTAL CREDIT HOURS	66

NOTE: In addition to the course requirements for this curriculum, all matriculated students must demonstrate proficiency in basic quantitative skills by earning a passing score on the numerical skills placement test. Students who do not earn a passing score on this test will be required to take CSM 090 and earn a grade of C or better.

a. Science courses: Applicable four-credit courses in astronomy, biology, chemistry, geology, physical sciences, physics. See page 99.

b. Elective courses: Courses applicable in this program are: (b) courses applicable in all programs. See page 97.

c. See page 98 for a full discussion of the free elective requirement. The subject area for Art includes all courses labeled ART.

d. A studio art course is defined as any course consisting of 2 lec., 2 lab, 3 cr. hrs.