



# Advertising & Graphic Design

## Program Highlights

The Advertising and Graphic Design curriculum is designed to provide students with knowledge and skills necessary for employment in the graphic design profession. Emphasis is placed on design principles, advertising, and multimedia preparation of printed and electronic promotional materials.

Students will be trained in the development of designs from concept to production:

- Logos
- Brand Identities
- Posters
- Menus
- Packaging
- Brochures
- Booklets
- Social Media Ads
- Web Design

Students select major elective courses from a variety of topics to fit career goals.

- Visuals Arts
- Web Development
- Social Media
- Business
- Programming
- Internships
- Illustration
- Motion Graphics
- Photography
- Marketing
- Screen Printing
- Videography

## Where Can You Work

- Design Studios
- Advertising Agencies
- Printing Companies
- Magazine Publishers
- In-house Marketing Teams
- Freelance

Average Salary  
Of a Graphic  
Designer in  
Concord, NC  
**\$49,700**

## Course Sequence

### 1st Year Fall

- GRD-117 Design Career Exploration
- GRD-141 Graphic Design I
- GRD-151 Computer Design Basics
- ART-131 Drawing I
- ENG-111 Writing & Inquiry

### 1st Year Spring

- GRD-110 Typography I
- GRD-142 Graphic Design II
- ART-171 Digital Design I
- Natural Science/Math Course
- Humanities/Fine Art Course

### 1st Year Summer

- GRD-131 Illustration I
- Major Elective (2 credits)
- Communications Course

### 2nd Year Fall

- GRD-241 Graphic Design III
- GRD-188 Graphic Design for Web I
- GRD-265 Digital Print Production
- GRD-152 Computer Design Tech I
- Major Elective (1 credit)

### 2nd Year Spring

- GRD-280 Portfolio Design
- Social/Behavioral Science Course
- Major Electives (6 credits)

Available on North Campus,  
South Campus, & Online

In North  
Carolina  
there are **9,360**  
graphic design jobs

with an expended  
increase of 1,130  
new jobs by 2030.

North Carolina projected growth for  
graphic designers is 12% by 2030.

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