GRAPHIC DESIGN, AREA OF CONCENTRATION IN ART + DESIGN (AA)

Award: Associate of Arts Degree
No. of credits required: 60
For more information: *Contact Associate Professor Kenneth Jones, 443-412-2326,* kjones@harford.edu*; or Admissions, 443-412-2109.*

Program Description

The Art + Design program offers students an Associate of Arts degree and preparation to transfer to a B.A. or B.F.A. Art + Design program. This program challenges students with an intensive, hands-on, studio-based curriculum that emphasizes art-making skills and critical thinking. Classes are taught by professional, exhibiting artists who have expertise in their disciplines. This program also provides the community with the opportunity to study for personal enrichment.

The Graphic Design concentration focuses on the design process by investigating the methods of researching, creating, and presenting visual communication. By embracing the elements of design and complex relationships of forms in our visual culture, students learn critical thinking strategies for conceptualizing and problem solving and work towards establishing design literacy in their practice. Through the study of images and symbols, typography, and layout, students create sophisticated advertising, identity, and branding projects for print and screen media culminating in the production of a professional portfolio. Students develop production skills in the studio as they relate and are integrated to the creative processes of design. Graduates are prepared for further study as art/creative directors, graphic and web designers, print production artists, industrial designers, public relations and marketing consultants.

Students planning to transfer to a private art college, or who need more intensive development of their portfolios for transfer to any institution, should enroll in the Associate of Fine Arts (A.F.A.) degree. The Associate of Arts (A.A.) degree is well-suited for those transferring to a state institution. Please consult with an advisor.

Program Goals

Upon completion of the Associate of Arts in Art + Design degree students will be able to:

1. Create works with proper use of design elements.
2. Create works with a demonstrated proficiency in the use of materials, tools, techniques, and processes.
3. Clearly communicate and demonstrate critical thinking to articulate ideas in visual, verbal, and written forms.
4. Demonstrate good habits and behaviors of self-reflection, motivation, confidence, and work ethic.
5. Create work that shows the clear evolution of concept development.
6. Successfully transfer to a four-year institution.

Transfer Information

HCC graduates have successfully transferred to art schools and universities, both in and out of Maryland. Students who plan to transfer to a four-year institution should check the requirements of that institution.

If they are significantly different from the courses listed, students should consult with an advisor for academic guidance. Some art schools require portfolios for admission and financial aid consideration. HCC faculty are well-versed in these requirements and assist students in portfolio preparation.

Employment Information

In 2020 arts and culture added $876.7 billion to the US GDP, according to the National Assembly of State Arts Agencies (NASAA). The creative workforce in the US was 4.6 million in arts and cultural jobs, $446 billion in wages and accounted for 3.1% of all US jobs. Artists and designers are 3.6 times more likely to be self-employed and 63% hold a bachelor's degree or higher, and creativity, originality and initiative is the number three skill predicted to be in demand as of 2022. For more information, visit the following websites: NASAA (https://nasaa-arts.org/nasaa_research/facts-figures-on-americas-creative-economy/) and the U.S. Bureau of Labor Statistics report for Arts and Design (https://www.bls.gov/ooh/arts-and-design/home.htm).

Field Trip Statement

Courses in this discipline may require field trip(s).

Additional Information

Students who wish to pursue further study in art may, with instructor permission, enroll in Independent Study.

Degree Requirements
Recommended Course Sequence

First Semester		Credits
ART 101	Fundamentals of 2D Design	3
ART 111	Studio Drawing I: Observation	3
ART 120	Digital Foundations I	3
ENG 101	English Composition (GE)	3
Behavioral/Social Science Elective (GB) (https://catalog.harford.edu/general-education/#behavioral-social-science)		3
	Credits	15
Second Semester		
ART 103	Graphic Design I	3
ART 108	Digital Media Culture (GI)	3
PHOT 131	Digital Photography I	3
Behavioral/Social Science Elective (GB) (https://catalog.harford.edu/general-education/#behavioral-social-science)		3
Mathematics Elective (GM) (https://catalog.harford.edu/general-education/#mathematics) [1]		3
	Credits	15
Third Semester		
ART 201	History of Art-Ancient and Medieval (GH) (D)	3
ART 204	Typography I	3
ART 107	Fundamentals of 3-D Design	3
Arts/Humanities Elective (GH) (https://catalog.harford.edu/general-education/#arts-humanities)		3

Biological/Physical Lab Science Elective (GL) (https://catalog.harford.edu/general-education/#biological-physical-laboratory-science)		4
	Credits	**16**
Fourth Semester		
ART 202	History of Art-Renaissance to Modern (GH) (D)	3
ART 207	Graphic Design II	3
ART 233	Portfolio Workshop	3
Biological/Physical Science Elective (GS) (https://catalog.harford.edu/general-education/#science)		3
Physical Education Elective		1
General Elective [1]		1
	Credits	**14**
	Total Credits	**60**

[1] If a four-credit course in mathematics (GM) is substituted, the one-credit General Elective in the fourth semester is not necessary.

General Education Degree Requirements

Note: The following codes identify courses which satisfy the General Education Degree Requirements:

Behavioral/Social Science (GB)
English Composition (GE)
Arts/Humanities (GH)
Interdisciplinary and Emerging Issues (GI)
Biological/Physical Laboratory Science (GL)
Mathematics (GM)
Biological/Physical Science (GS)