

# GRAPHIC DESIGN, AREA OF CONCENTRATION IN ART + DESIGN (AFA)

**Award:** Associate of Fine Arts Degree

**No. of credits required:** 61

**For more information:** Contact Associate Professor Kenneth Jones, 443-412-2726, [kjones@harford.edu](mailto:kjones@harford.edu); or Advising, Career and Transfer Services, 443-412-2301.

## Program Description

The Art + Design program offers students an Associate of Fine Arts (A.F.A.) degree and preparation to transfer to some B.F.A. Art + Design programs. The A.F.A. degree is a pre-professional degree. In comparison with an A.A. in Art + Design, there is a higher concentration of studio classes and fewer general education courses. Students wishing to pursue a Bachelor of Fine Arts (B.F.A.) at a private art college, or who need more intensive development of their portfolios for transfer to any institution, should choose this degree. Students planning to transfer to a state institution may want to consider enrolling in the Associate of Arts (A.A.) Art + Design degree. Please consult with an advisor. The B.F.A. is the best choice for students who plan on pursuing their M.F.A.

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.

## Program Goals

Upon completion of the Associate of Fine 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 and increasing sophistication.
6. Successfully transfer to a four-year B.F.A. program.

## Transfer Information

HCC graduates have successfully transferred to art schools and universities, both in and out of Maryland. 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.

The Associate of Fine Arts (A.F.A.) degree is well-suited for those transferring to a private art college. Students planning to transfer to a state institution may want to consider enrolling in the Associate of Arts (A.A.) degree. Please consult with an advisor.

## Employment Information

In 2021 arts and culture added \$1.016 trillion to the US GDP, according to the National Assembly of State Arts Agencies (NASAA). The creative workforce in the US was 4.9 million in arts and cultural jobs, \$504 billion in wages and accounted for 3.2% 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 five skill predicted to be in demand for 2025. For more information, visit the following websites: NASAA ([https://nasaa-arts.org/nasaa\\_research/facts-figures-on-americas-creative-economy/](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
Biological/Physical Science Elective (GS) ( <a href="https://catalog.harford.edu/general-education/#science">https://catalog.harford.edu/general-education/#science</a> ) <sup>1</sup>		3
<b>Credits</b>		<b>15</b>
Second Semester		
ART 107	Fundamentals of 3-D Design	3
ART 103	Graphic Design I	3
ART 204	Typography I	3
PHOT 131	Fundamentals of Digital Photography	3
Mathematics Elective (GM) ( <a href="https://catalog.harford.edu/general-education/#mathematics">https://catalog.harford.edu/general-education/#mathematics</a> ) <sup>2</sup>		3
<b>Credits</b>		<b>15</b>
Third Semester		
ART 160 or ART 122	Time-Based Media or Color: Art, Science & Culture (GAH)	3
ART 233	Portfolio Workshop	3
ART 201	Global Art and Culture, Paleolithic - 1400 CE (GAH)	3
ART 207	Graphic Design II	3
ART 208	Digital Foundations II	3
<b>Credits</b>		<b>15</b>

**Fourth Semester**

ART 202	Global Art and Culture, 1400 CE - 21st Century (GAH)	3
ART 229	Design for the Web	3
ART or PHOT Elective <sup>3</sup>		6
Physical Education Elective		1
Behavioral/Social Science Elective (GB) ( <a href="https://catalog.harford.edu/general-education/#behavioral-social-science">https://catalog.harford.edu/general-education/#behavioral-social-science</a> )		3
<b>Credits</b>		<b>16</b>
<b>Total Credits</b>		<b>61</b>

<sup>1</sup> A four-credit Biological/Physical Science Lab course may be substituted.

<sup>2</sup> A four-credit course in mathematics may be substituted.

<sup>3</sup> Any 3+ credit courses with the prefix ART or PHOT may be used to fulfill this requirement, as advised for transfer or your personal interest.

## 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 (GAH)

Interdisciplinary and Emerging Issues (GI)

Biological/Physical Laboratory Science (GL)

Mathematics (GM)

Biological/Physical Science (GS)