



Communication Arts Technology Program

Jefferson Community & Technical College

OFFERING ASSOCIATE IN APPLIED SCIENCE DEGREE OPTIONS IN
 ADVERTISING DESIGN
 COMMERCIAL PHOTOGRAPHY
 DIGITAL VIDEO PRODUCTION

WITH CERTIFICATE IN
 MULTIMEDIA

ADVERTISING DESIGN OPTION

AAS DEGREE REQUIREMENTS

Core Commercial Art Courses, 27 credits

VCC	100	Introduction to Visual Communication
ART	110	Drawing I
ART	120	2-Dimensional Design
VCA	132	Illustration for Advertising
VCA	160	Commercial Photography I
VCA	161	Commercial Photography II
VCC	166	Digital Imaging
VCA	170	Advertising Design I
VCA	171	Advertising Design II

Key Electives for Advertising Design, 12 credits

VCA	106	Creative Typographic Design
VCM	115	2-D Animation
VCM	220	Web Page Design
IT	132	Web Page Development (205VCC accepted)

Advertising Design Option Specialty Courses, 15 credits

VCA	270	Advertising Design III	4 credits
VCA	271	Advertising Design IV	4 credits
VCA	290	Folio Seminar	
VCA	298	Practicum	4 credits

General Education Requirements, 15-18 credits

ENG	101	Writing I
A-H	106	Renaissance to Modern Art History
MT	110	Applied Mathematics (145MT & 150MT also accepted)
***	***	Social Interaction (Sociology, Psychology, Geography)
***	***	Science (Biology, Chemistry, Physics, Astronomy)
***	***	Computer Literacy (0-3 credits)

Total Credit Hours Required for Associate in Applied Science Degree
 in Advertising Design, 69-72 credits

All courses are 3 credit hours unless otherwise noted

Students completing all the above requirements for the AAS degree
 will also receive the Multimedia Certificate in Commercial Art



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109 East Broadway
 Louisville, Kentucky 40202
 502-213-2388 or
 502-213-5120

R E C O M M E N D E D S C H E D U L E

ADVERTISING DESIGN OPTION

FIRST YEAR

Fall Term			
VCC	100	Intro to Visual Communication	3
ART	110	Drawing I	3
ART	120	2 Dimensional Design	3
VCA	160	Commercial Photography I	3
VCA	170	Advertising Design I	3
Spring Term			
VCA	132	Illustration for Advertising	3
VCA	161	Commercial Photography II	3
VCA	171	Advertising Design II	3
VCC	166	Digital Imaging	3
VCA	106	Creative Typographic Design	3
Summer Term			
ENG	101	Writing I	3
CIS	100	Intro to Computers	3
A-H	106	Renaissance to Modern Art History	3

SECOND YEAR

Fall Term			
VCM	220	Web Page Design	3
VCA	270	Advertising Design III	4
VCA	290	Folio Seminar	3
***	***	Physical Science	3
Spring Term			
VCA	271	Advertising Design IV	4
VCA	298	Practicum	4
VCC	205	Intro to HTML & Java Script	OR
IT	132	Web Page Development	3
VCM	115	2-D Animation	3
Summer Term			
MT	110	Applied Mathematics	3
***	***	Social Science	3