**FAYETTEVILLE TECHNICAL COMMUNITY COLLEGE**

**GRAPHIC DESIGN/**

**MARKETING & ADVERTISING DESIGN (D30100D3)**

Effective: Fall 2025

Revised: 04/09/25

Length: 3 Semesters

Prerequisite: High School Diploma, Placement Test Equivalent

Award: Diploma

**Fall Semester 1**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Prefix No.** | Title | **Class** | **Lab** | **Clinical** | **Credit** |
| ENG110 | Freshman Composition | 3 | 0 | 0 | 3 |
| or |  |  |  |  |  |
| ENG111 | Writing and Inquiry | 3 | 0 | 0 | 3 |
| GRD110 | Typography I | 2 | 3 | 0 | 3 |
| GRD141 | Graphic Design I | 2 | 4 | 0 | 4 |
| GRA154 | Vector Imaging Software | 1 | 4 | 0 | 3 |
| GRD159 | Raster Imaging Applications | 1 | 4 | 0 | 3 |
|  |  | ----- | ----- | ----- | ----- |
|  | **Totals** | **8** | **15** | **0** | **16** |

**Spring Semester 1**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Prefix No.** | Title | **Class** | **Lab** | **Clinical** | **Credit** |
| BUS115 | Business Law I | 3 | 0 | 0 | 3 |
| GRD155 | Publication Design | 1 | 4 | 0 | 3 |
| GRD282 | Advertising Copywriting | 1 | 3 | 0 | 2 |
|  | Major Elective | 2 | 3 | 0 | 3 |
|  | Marketing Elective | 3 | 0 | 0 | 3 |
|  |  | ----- | ----- | ----- | ----- |
|  | **Totals** | **10** | **10** | **0** | **14** |

**Summer Semester 1**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Prefix No.** | Title | **Class** | **Lab** | **Clinical** | **Credit** |
| COM-120 | Intro Interpersonal Com | 3 | 0 | 0 | 3 |
| or |  |  |  |  |  |
| COM231 | Public Speaking | 3 | 0 | 0 | 3 |
|  | Major Elective | 4 | 6 | 0 | 6 |
|  | Marketing Elective | 6 | 0 | 0 | 6 |
|  |  | ----- | ----- | ----- | ----- |
|  | **Totals** | **13** | **6** | **0** | **15** |

**TOTAL REQUIRED CREDITS.... 45**

**Work-Based Learning Option**: Qualified students may elect to take up to three (3) credit hours of Work-Based Learning in lieu of

a Major elective provided they acquire approval from the Work-Based Learning Coordinator and the Department

Chairperson.