

Transfer Career Opportunities

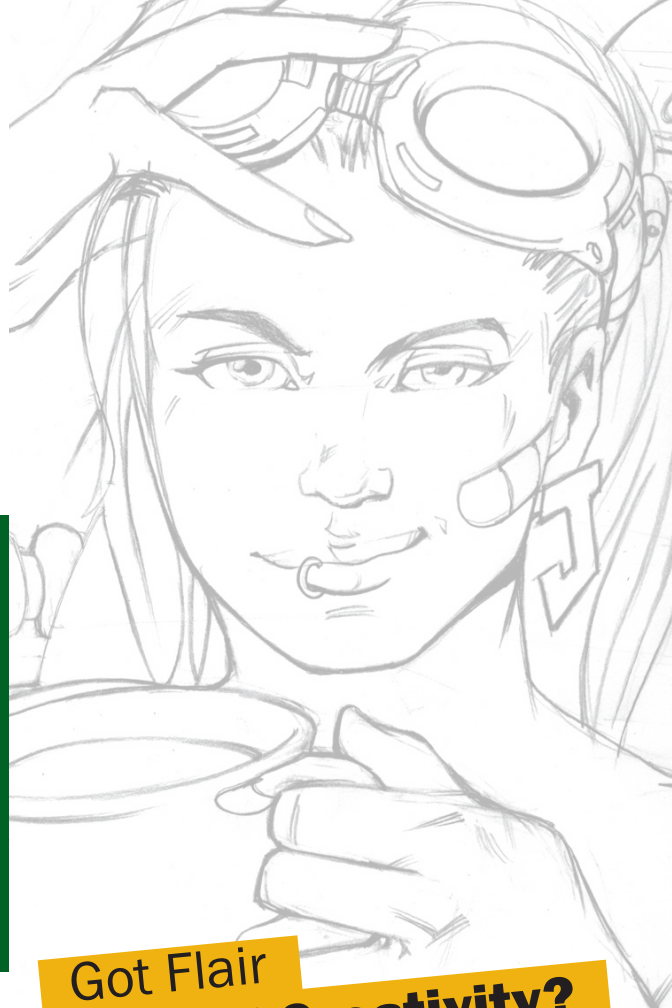
The Illustration program is designed to transfer to a four-year art school or university upon completion of the A.A.S. degree.

Transfer programs include:

- B.F.A. in Illustration
- B.F.A. in Illustration/Design
- B.F.A. in Graphic Design/Illustration

If career is an option, you would be successful to enter the job market at entry level design positions. We also offer Certificates in Illustration as well as Certificates in Advertising Design/Illustration for additional educational goals.

Please see your advisor upon entering the program to discuss your career paths and scheduling of courses.



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Visit the website:

www.mccc.edu/programs_credit

For further information contact:

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Visit www.mccc.edu



The Illustration option prepares students for entry-level positions as illustrators or graphic communicators in advertising agencies, design firms, publishing houses, production studios, or corporate environments. It also parallels the first two years of study in illustration at many undergraduate universities and art colleges.

As visual communicators, illustrators must learn the same basic design principles as graphic designers and fine artists. The design sequence of courses emphasizes the development of fine art skills as well as creative thinking for visual solutions. Skills and techniques in both traditional and computer-generated forms are introduced and emphasized. Most coursework takes place in a studio using current professional-quality equipment, artistic techniques, and technology.

An advisory commission composed of active design professionals works with the faculty to ensure that the program stays abreast of the changing technological advances in the illustration field.

Successful graduates will be able to:

- apply computer applications to design principles;
- illustrate and practice professional design principles;
- recognize elements of proper design in professional-quality work;
- design professional-quality concepts, both traditional and digital;
- demonstrate competence in the design and production of illustrations;
- develop and present ideas in both written and oral formats;
- create a professional portfolio to serve in the pursuit of further education or employment.

The program may be pursued full-time or part-time. Some courses may only be offered during the day. Students are advised not to take visual art courses out of sequence.

Course Descriptions

ADV 101 Advertising Design I

Prerequisite: DMA 105 or divisional permission
 Study of the principles and concepts of layout and design as applied to a variety of advertising and graphic design assignments: ads, brochures, logos, posters, book jackets, and sales promotion material. Promotes familiarity with advertising agency and studio procedures as well as professional techniques for producing layouts, comprehensives, and finished art. [Spring and Summer offering]

ADV 110 Typography I: Basics of Graphic Design

Introduction to basic layout and typography as the fundamental language to graphic communication. No previous knowledge of layout and typography is presumed. Addresses the use of different typefaces to communicate visually desired effects, type forms, type indication and basic graphic design with type for layouts.

ADV 201 Advertising Design II

Prerequisites: ADV 101, DMA 105 or divisional permission
 Study of the advanced concepts and design principles used in planning visualizations and layouts for advertising and editorial presentations using art, photography, type, and illustrations. Survey of methods for developing ideas into graphic presentations and the intangibles that provide originality and variety in a creative field using the Macintosh computer. [Fall offering]

ADV 202 Advertising Design III: Portfolio

Prerequisites: ADV 101, ADV 201, DMA 105 or divisional permission
 Exploration and survey of a variety of methods for presenting art, design, and photography in a professional manner. Using traditional tools and the Macintosh computer, students prepare individual portfolios suitable for presentation to a client or for a job interview. [Spring offering]

ADV 210 Typography II: Publication Design

Advanced study of the use of type as it relates to page layout, graphic communication and publication design using Macintosh electronic publishing technology. Students use page makeup software that integrates text and graphics for a variety of projects.

ADV 220 Illustration I

Prerequisites: ART 102 and ART 104 with a minimum C grade or divisional permission
 Introduction to the concepts, techniques, and skills of the contemporary illustrator, emphasizing that good illustration – product or journalistic – is a means of communication. Assignments involve book and magazine illustration, visualization, and exercises in rendering light and shadow, plus production of comprehensive art in various media.

ADV 222 Illustration II: Digital Drawing

Prerequisites: ART 102, ART 104, DMA 105
 Interdisciplinary course combining illustration with other fine art and advertising design skills to create a professional commercial art portfolio.

ADV 230 History of Graphic Design

Prerequisites: ENG 101 or permission of instructor; Internet access for Web-based instruction
 A survey of the history of graphic design from its origins to present day. This overview of graphic design develops visual vocabulary, provides a cultural and historical context, and instructs students in researching areas of interest to broaden their knowledge of contemporary graphic design.

Course Requirements

Code	Course (lecture/lab hours)	Credits
ENG 101	English Composition I (3/0)	3
ADV 101	Advertising Design I (1/4)	3
ADV 110	Typography I: Basics of Graphic Design (1/4)	3
ART 102	Basic Drawing (1/4)	3
ART 105	Two-Dimensional Design (1/4)	3
DMA105	Introduction to Computer Art (1/4)	3
ADV 201	Advertising Design II (1/4)	3
ART 104	Life Drawing (1/4)	3
ART 130	Painting I (1/4)	3
ART 123	History of Modern Art (3/0)	3
HPE 110	Concepts of Health and Fitness (1/2)†	2
ADV 220	Illustration I (1/4)	3
ADV 202	Advertising Design III: Portfolio (1/4)	3
ART 106	Three-Dimensional Design (1/4)	3
DMA110	Digital Imaging (1/4)	3
OR		3
ART 150	Printmaking I (1/4)	3
—	— Art History elective (3/0)1	3
—	— Science OR Technology elective	3
ENG 112	English Composition II with Speech (3/0)2	3
ADV 222	Illustration II: Digital Drawing (1/4)	3
ART 230	Painting II (1/4)	3
OR		3
ART 141	Sculpture I (1/4)	3
MAT	— Mathematics elective3	3
—	— Social Science general education elective4	3

NOTE: Electives should be selected in consultation with an academic advisor in order to assure maximum transfer of credits.
 1 Select from ART 121, 122, 124, 125; PHO 110.
 2 Students planning to transfer to a four-year college should take ENG 102 and CMN 111 or 112 instead of ENG 112.
 3 Select in consultation with an academic advisor. Students planning a four-year degree are advised to take MAT 108 or 120.
 4 PSY 101 is highly recommended.
 † HPE 111 is an acceptable alternative.
NOTE: Students must earn a minimum grade of C in ART 105; DMA 105; ADV 101, 201, 202, 220, and 222 to graduate.



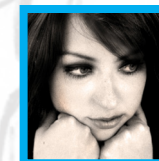
Kensuke Okabyashi

“Mercer County Community College opened up opportunities to direct my passions in art towards a professional freelancing career. The faculty staffs are passionate about teaching their expertise and take personal interest in seeing students mature. I enjoyed the digital arts program which introduced new techniques to incorporate with traditional art styles. The courses gave me a solid foundation and preparation for my further studies at art school. Mercer is truly a rare learning opportunity for students to explore, learn, and deepen their passion or even discover new talents.”



Michael Pfeiffer

“Mercer County Community College provided me a foundation for what has become a career in graphic design. After completing a degree in Computer Graphics (and completing the Advertising curriculum), I had a portfolio that I was proud to carry with me to college interviews. MCCC gave me the advantage I needed to compete with other students at a four-year college (School of Visual Arts). I am currently working as a graphic designer in New York City, which is a dream that I achieved as a result of my years at MCCC.”



Eva Surany

“I plan to complete my two-year A.A.S. degree in Illustration and transfer to a four-year art school to obtain my B.F.A. in Illustration. The courses are well designed to fit my career goals. The art classes blend nicely with the academics. Art classes are a rewarding experience. Mercer is were I planned my start.”