

# GRAPHIC ARTS ENTREPRENEURSHIP, COA

## Program Code: Graphic Arts Entrepreneur-CoA

### Program Description

The Certificate of Achievement, Graphic Arts Entrepreneurship prepares students for jobs in areas of graphic communications, including graphic design, advertising design, web design, videography, and motion graphics. This certificate also offers students who may want to start their own business the opportunity to get grounding in the basics of business and entrepreneurship. The graphic communication component of this certificate instructs in design processes and the application of the latest print and display-based graphics software. The entrepreneurship component of this certificate focuses on entrepreneurship basics, marketing and business plan writing.

This program has been submitted for approval to the US Department of Education for financial aid funding. It is not eligible for financial aid at this time. However, it will be eligible for scholarship funding if the student is awarded scholarships.

### Recommended Course Schedule

1st semester		Units
Communications		3
Math		3
MGT 212	Leadership and Human Relations	3
GRC 100	Introduction To Graphic Arts and Media Technologies	3
ENT 200	Fundamentals of Entrepreneurship	3
<b>Semester Total</b>		<b>15</b>
2nd semester		Units
ENT 240	Marketing for Small Business	3
ENT 280	Entrepreneurship and Business Plan Development	3
GRC 116	Introduction to Digital Art & Design	3
Program Electives <sup>1</sup>		6
<b>Semester Total</b>		<b>15</b>
<b>Total Units</b>		<b>30</b>

<sup>1</sup> Consult with program faculty, academic advisor or catalog to ensure enrollment in most appropriate electives.

### Program Requirements

Certificates of Achievement are a set of courses that can serve as a stepping stone to an associate degree or allow students to enter the workforce. Certificates of Achievement have a general education component.

To earn a Certificate of Achievement, students must:

1. Maintain a minimum cumulative GPA of 2.0 (see requirements for graduation.)

2. Complete a minimum of 15 semester credit hours within the college.
3. Satisfy General Education requirements for the Certificate of Achievement (<https://catalog.tmcc.edu/degrees-certificates/general-education/aas/>).
4. Have no financial or library obligation to the college.

Code	Title	Units
<b>General Education Requirements</b>		
<i>Communications</i>		3
BUS 107	Business Speech Communications	
or COM 113	Fundamentals of Speech Communications	
<i>Human Relations</i>		3
MGT 212	Leadership and Human Relations	
<i>Math</i>		3
MATH 120	Fundamentals of College Mathematics (or higher)	
or BUS 117	Business Calculations and Methods	
<b>Program Requirements</b>		
ENT 200	Fundamentals of Entrepreneurship	3
ENT 240	Marketing for Small Business	3
ENT 280	Entrepreneurship and Business Plan Development	3
GRC 100	Introduction To Graphic Arts and Media Technologies	3
GRC 116	Introduction to Digital Art & Design	3
<b>Program Electives</b>		
Choose 6 units from the following		6
GRC 117	Introduction to Motion Graphics	
GRC 132	Drawing for Animation	
GRC 135	Storyboarding	
GRC 153	Commercial Printing Processes	
GRC 175	Web Design I	
GRC 182	Digital Video Production	
GRC 200	Design Thinking & Methodologies	
GRC 210	Typography I	
GRC 220	Graphic Design I	
GRC 275	Web Design II	
GRC 282	Motion Graphics for Video	
GRC 284	3D Modeling and Texturing	
GRC 294	Portfolio Workshop	
VIS 120	Introduction to Animation	
<b>Total Units</b>		<b>30</b>

### Program Outcomes

Students completing the degree will:

PSLO1: Students will understand and apply historical and current design theories and concepts in the production of visually engaging media that meets the requirements of the graphic communications industry.

PSLO2: Students will acquire a broad skill set in current graphics related technologies, including computer software applications, processes

and other production techniques used in the graphic communications industry.

PSLO3: Develop a business plan for a graphic arts communications product or service which includes the creation, development and presentation of innovative ideas.