

Media Arts & Design

VISUAL, PERFORMING, AND MEDIA ARTS DEPARTMENT

Associate in Applied Science (A.A.S.) Degree

In this program, students combine computer-linked commercial photography and commercial art with business and general education. The program emphasizes hands-on experience in the laboratory or studio to develop both creative ability and the mechanical skills essential to business-oriented art and photography careers. It prepares students for a career as a commercial artist or photographer in advertising agencies, company advertising departments, publishing companies, photography studios, color reproduction laboratories, printing firms, or retail establishments. The faculty who teach major courses have professional experience in the fields of commercial art and photography as well as in marketing and business.

■ Can students transfer to a four-year college or university?

Articulation agreements with public and private institutions offer students who earn the A.A.S. degree the opportunity to transfer all of their coursework to the four-year institution. Students in specialized programs, or who earn an A.A.S. degree should discuss the transfer process with an advisor.

■ Why major in Media Arts & Design?

There is a growing need for graphic artists, designers and photographers. Students who choose the A.A.S. degree options in Advertising/Graphic Design and Professional Commercial Photography will gain hands-on experience with state-of-the-art equipment used by professional designers and photographers. Small class sizes allow students to work on individual as well as team projects, finding creative solutions to design problems, just as they would in the professional art and design fields. Students will develop their own e-portfolios of creative work which will assist them in securing employment, starting their own business, or continuing their education in the field.

■ Are there any requirements that must be satisfied before taking courses in the major?

Algebra I is a prerequisite for all majors. Algebra I competency may be verified with a passing score on the College's placement test or completion of the appropriate course.

■ How long will it take to complete this degree?

Once students complete developmental coursework (if needed), the degree can be completed in two years of full-time study. They can shorten the amount of time by taking courses in the summer and winter sessions.

■ Questions?

Contact: Assistant Professor Nadine Heller, department chair, at 732.906.2589.

ADVERTISING GRAPHIC ARTS & DESIGN DEGREE OPTION

Associate in Applied Science (A.A.S.) Degree - MADAD.AAS

Below are required courses and recommended course groupings and sequences for program completion.

Courses	Credits	Requisites / Comments
Semester I		
BUS 107 Computer Applications for Business OR CSC 105 Computer Applications & Systems ENG 121 English Composition I	3	A passing score on the College's placement test or a grade of "C" or better in ENG 010.
MAD 107 Photography I MAD 113 Two-Dimensional Design MAD 117 Freehand Drawing ___ ___ Physical/Health Education Elective	3 3 3 1-3	
Semester II		
BUS 101 Business Organization and Management OR SBM 120 Small Business Administration	3	Students who take SBM 120 need special permission to enroll in MKT 203. A grade of "C" or better in ENG 121
ENG 122 English Composition II OR ENG 125 English Composition II: Writing About Literature MAD 102 Art In Industry And Commerce MAD 108 Photography II MAD 114 Three-Dimensional Design MAD 118 Graphic Design Skills	3 3 3 3	
Semester III		
AGD 213 Typography AGD 219 Digital Graphics MAT 101 Freshman Mathematics I	3 3 3	All MAD courses except MAD 121. All MAD courses except MAD 121. Appropriate score on the College's placement test and two years of high school mathematics, MAT 013 or MAT 013A/MAT 013B or departmental approval. Note: Students who choose to transfer, in consultation with their academic advisor, should enroll in a mathematics course for which they have the appropriate academic background.
MKT 143 Salesmanship OR MKT 203 Principles of Advertising ___ ___ Divisional Elective	3 3	
Semester IV		
AGD 212 Advertising Design AGD 214 Print Production AGD 280 Portfolio ___ ___ General Education Science Elective (GE MST) ___ ___ General Education Social Sciences Elective (GE SS)	3 3 3 3-4 3	AGD 213 and AGD 219 AGD 219 All MAD courses except MAD 121 and six credits of AGD courses. Corequisite(s): the remaining six credits of AGD courses Students may elect courses with the GE MST designation in the Biology, Chemistry or Physics Departments for which they have the appropriate academic prerequisites.

Total Credits: 64-67

PROFESSIONAL COMMERCIAL PHOTOGRAPHY

Associate in Applied Science (A.A.S.) Degree - MADPH.AAS

Below are required courses and recommended course groupings and sequences for program completion.

Courses	Credits	Requisites / Comments
Semester I		
BUS 107 Computer Applications for Business OR CSC 105 Computer Applications & Systems ENG 121 English Composition I	3	A passing score on the College's placement test or a grade of "C" or better in ENG 010.
MAD 107 Photography I MAD 113 Two Dimensional Design MAD 117 Freehand Drawing ___ ___ Physical/Health Education Elective	3 3 3 1-3	
Semester II		
BUS 101 Business Organization and Management OR SMB 120 Small Business Administration	3	Students who take SMB 120 need special permission to enroll in MKT 203. A grade of "C" or better in ENG 121
ENG 122 English Composition II OR ENG 125 English Composition II: Writing About Literature MAD 102 Art In Industry and Commerce (GE HUM) MAD 108 Photography II MAD 114 Three-Dimensional Design MAD 118 Graphic Design Skills	3 3 3 3 3	
Semester III		
MAT 101 Freshman Mathematics I	3	Appropriate score on the College's placement test and two years of high school mathematics, MAT 013 or MAT 013A/MAT 013B or departmental approval. Note: Students who choose to transfer, in consultation with their academic advisor, should enroll in a mathematics course for which they have the appropriate academic background.
MKT 143 Salesmanship OR MKT 203 Principles of Advertising PCP 221 Color Printing Methods and Practice PCP 225 Product and Stock Photography ___ ___ Divisional Elective	3 3 3 3	BUS 101 All MAD courses except MAD 121. All MAD courses except MAD 121. SPE 121 or ENG 205 or BUS 205 are recommended. However, students may choose any three credits from any of the following courses: AGD, ART, CJU, COM, COR, DAN, EDU, ENG, FRE, GER, HED, ITA, LNC, MAD, MUS, PCP, PED, PHI, POL, POS, PSY, SOC, SPA, SPE, and THE.
Semester IV		
PCP 224 Digital Imagery PCP 226 Professional/Studio Photography PCP 280 Portfolio	3 3 3	PCP 221 and PCP 225 All MAD courses except MAD 121. All MAD courses except MAD 121, and six credits of PCP courses. Corequisite(s): the remaining six credits of PCP courses.
___ ___ General Education Science Elective (GE MST)	3-4	Students may elect courses offered by the Biology, Chemistry or Physics Departments for which they have the appropriate academic prerequisites.
___ ___ General Education Social Sciences Elective (GE SS)	3	
Total Credits: 64-66		

Contact Name: Assistant Professor Nadine Heller
 Contact Phone: 732.906.2589
 Contact Email: NHeller@middlesexcc.edu
 Department Web: <http://www.middlesexcc.edu/academi/mad>