

## DISPLAY AND VISUAL PRESENTATION

This certificate is designed to prepare students seeking careers as display and exhibit designers and covers interior, industrial, thematic, and promotional displays. The training program includes consideration of the total visual presentation design and production, including store planning, service promotion mix applied to retailers, wholesalers (trade show), corporate display, visual identity, and exhibits in cultural institutions (museums and galleries). Students are encouraged to work toward an Associate in Arts degree.

Employment possibilities include:

- Display Designer**
- Visual Merchandising Stylist**
- Display Division Assistant**
- Display Manager/Director**
- Regional Display Director**
- Exhibit Designer**
- Retail Space Planner/Designer**

### Program Outcomes

Students will be able to:

1. Produce a digital presentation of a specific retail venue, illustrating continuity of theme through physical appearance, room settings, signage, merchandise, and website presentation.
2. Create the packaging for a product that will include product graphics and design, the merchandising concept for the retail venue, and an initial event or promotion to launch the product.

### CERTIFICATE OF ACHIEVEMENT

Course	Required Courses			Units
	Fall			
Color & Design 2-D	ART	A110	(3)	
Freehand Drawing	ART	A120	(3)	
Exhibition Design (Gallery)	ART	A145	(3)	
Intro to Display & Visual Presentation	DVP	A180	(3)	
Principles of Advertising	MKTG	A130	(3)	
	Spring			
Color & Design 3-D	ART	A111	(3)	
Graphic Design	DMAD	A182	(4)	
Basic Photography	PHOT	A120	(3)	
	<b>Total:</b>		<b>(25)</b>	

#### Suggested electives:

Contemporary Art History	ART	A102	(3)
Rapid Illustration Techniques	DMAD	A117	(4)
Basic Comp Aided Design/Draft	DRAF	A150	(4)

### ASSOCIATE DEGREE

Complete the Certificate of Achievement and Associate in Arts Graduation Requirements as outlined in the Graduation Requirements section of the catalog.

## DRAFTING TECHNOLOGY

### COMPUTER AIDED DESIGN/DRAFTING

With an emphasis in Architectural Technology, Electro-Mechanical, or Mechanical Design/Drafting. This option is designed to provide students with the basic skills to enter computer aided design/drafting in any one of several areas.

CADD instruction includes the use of hardware and software to develop working drawings in architectural, electronic and mechanical design drafting. The CADD lab is state-of-the-art equipped with IBM computers and Autocad software.

The student may receive a Certificate of Achievement in one or more areas of emphasis within the program.

### Program Outcome

Students will be able to use AutoCAD software to create, modify, reproduce and archive industry representative drawings.

### CERTIFICATE OF ACHIEVEMENT

#### Required prerequisite:

Architectural Drafting Certificate of Achievement	(19)
(Or)	
Electro-Mechanical Design/Drafting Certificate of Achievement	(19)
(Or)	
Mechanical Design/Drafting Certificate of Achievement	(22)

**Subtotal: (19-22)**

Course	Required Courses			Units
	Fall			
Basic Comp Aided Dsgn/Draft	DRAF	A150	(4)	
	Spring			
<b>Select one or more of the following:</b>				
Adv Comp Aided Dsgn/Draft- Electro-Mechanical	DRAF	A156	(4)	
CADD Mechanical	DRAF	A157	(4)	
CADD Architectural (4)	DRAF	A158	(4)	
	<b>Total:</b>		<b>(27-38)</b>	

The student is encouraged to work towards attaining an Associate Degree in conjunction with the certificate.

#### Suggested electives:

Intro to Computer Appl	CIS	A100	(3)
Intro to 3D CAD	DRAF	A159	(4)

### ASSOCIATE DEGREES

Complete the Certificate of Achievement and either the Associate in Arts or Associate in Science Graduation Requirements as outlined in the Graduation Requirements section of the catalog.