

## Stephens-Metropolitan Community College Graphic Design Transfer Guide

The Bachelor of Science in Strategic Communication: Design offers students intensive preparation for a professional career in visual, graphic and digital communication. Skilled designers with dynamic portfolios are in demand worldwide, and opportunities exist in many industries, including advertising, consumer and trade publishing, corporate communications, entertainment, broadcast, internet publishing, and fashion, to name just a few. Design students are grounded in strategic communication, design and marketing courses and gain real-world experience through class projects, internships, exhibitions, design competitions, workshops and freelance assignments. Learn and practice design in the state-of-the-art graphic design studio, and Mac lab where students design using professional software, digital software, digital cameras and high-resolution video projectors. Students get into real-world projects as they team up with faculty and fellow students in other strategic communications programs (including advertising, public relations, marketing and corporate communications) and event management. As students work together in a collaborative environment, they experience how real design professionals approach their work. The following grid was created to guide Metropolitan Community College students in planning a seamless pathway toward the Bachelor of Science in Strategic Communication: Design at Stephens College.

<b>A.A.S. CURRICULUM – GRAPHIC DESIGN</b>	<b>CREDIT HOURS</b>	<b>STEPHENS COLLEGE EQUIVALENT</b>
COLL 100 First Year Seminar	1	Elective
<b>SPECIFIC PROGRAM PREREQUISITES</b>		
ENGL 101 Composition and Reading I	3	Composition General Education
HIST 120 United States History to 1865 ~or~ HIST 121 United States History Since 1865	3	History General Education
POLS 135 Intro to Political Science ~or~ POLS 136 Intro to American National Politics ~or~ POLS 137 Intro to State and Local Politics	3	Sophomore Seminar
MATH 119 College Math or higher	3	Quantitative
COMM 100 Fundamentals of Speech ~or~ COMM 102 Fundamentals of Human Communication	3	Elective
ART 103 Design Foundations	3	Elective
ART 157 History of Graphic Design	3	ART General Education
<b>SPECIFIC PROGRAM REQUIREMENTS</b>		
ART 110 Drawing I	3	Elective
GDES 110 Computers in Design I	3	SCM 110: Design Technology (3 hrs.)
GDES 115 Orientation to Graphic Design	3	SCM 240: Visual Communication (3 hrs.)
ART 123 Color Theory	3	Elective
ART 247 Digital Imaging	3	Elective
ART 250 Printmaking ~or~ ART 254 Silk Screen Printing I	3	Elective
GDES 150 Computers in Design II	3	Elective
GDES 160 Graphic Design I	3	Elective
GDES 210 Graphic Design II	3	SCM 245: Communication Design Applications (3 hrs.)
GDES 220 Graphic Design File Preparation	3	Elective
GDES 245 Web Design	3	SCM 290: Creating Online Media (3 hrs.)
GDES 250 Graphic Design III	3	Elective
GDES 255 Advanced Web Design	3	SCM 330: Digital Communication (3 hrs.)
GDES 264 Art Portfolio - Graphic Design	3	Elective
ART Elective: ART 220 Painting I	3	Elective
GDES 290 GD Internship	3	INT 210: Internship Development (1 hr.) <i>and</i> SCM 396: Internship Experience (1 hr.)
<b>TOTAL MCC CREDIT HOURS: 64</b>		

## REMAINING STEPHENS COLLEGE COURSES

**Remaining General Education Requirements (15-17):**

Literature (3 hrs.)  
Ethics Component (3 hrs.)  
Women-focused (3 hrs.)  
Intercultural (3 hrs.)  
Science (3-5 hrs.)

**Remaining Stephens College Strategic Communication: Design Courses (51 hrs.):**

BUS 250: Principles of Marketing (3 hrs.)  
BUS 354: Consumer Behavior (3 hrs.)  
INT 210: Internship Development (1 hr.)  
SCM 101: Communication, Media and Society (3 hrs.)  
SCM 105: Corporate Technology (3 hrs.)  
SCM 110: Design Technology (3 hrs.)  
SCM 205: Principles of Strategic Communication (3 hrs.)  
SCM 240: Visual Communication (3 hrs.)  
SCM 245: Communication Design Applications (3 hrs.)  
SCM 275: Media Writing and Production (3 hrs.)  
SCM 331: Integrated Marketing Communications (3 hrs.)  
SCM 340: Information and Promotion Design (3 hrs.)  
SCM 390: Contemporary Issues in Strategic Communication (3 hrs.)  
SCM 396: Internship Experience (1 hr.)  
SCM 400: Research & Analytics (3 hrs.)  
SCM 475: Innovation and Design Studio (3 hrs.)  
SCM 493: Convergence Studio Senior Capstone (3 hrs.)  
SCM 494: Senior Portfolio (4 hrs.)

**TOTAL REMAINING STEPHENS COLLEGE CREDIT HOURS: 66-68**