

Advertising Layout Specialist Certificate Program AL61

Updated: 3/17/2017
Effective Term: 201716

Curriculum

Program-Specific Core – Total of 35 Hours

- DMPT 1000 *Introduction to Design* (4)
- DMPT 1005 *Vector Graphics* (4)
- DMPT 1010 *Raster Imaging* (4)
- DMPT 2105 *Page Layout* (4)
- DMPT 2115 *Adv. Promotional Design* (4)
- DMPT 2100 *Identity Design* (4)
- DMPT 1020 *Intro to Photography* (4)
- DMPT 1055 *Intro to Media Technology* (4)

- MKTG 1190 *Integrated Marketing Comm* (3) - OR -
- DMPT 1025 *Production Photography* (4)

Total: 35 Hours

Program Description

The Advertising Layout Specialist certificate of credit provides entry-level training in advertising layout with courses in identity design, page layout, advertising, and promotional design. Students will have the opportunity to choose from electives in advertising, photography, and commercial photography. Additionally, the program provides opportunities to upgrade present knowledge or skills.

Program Specific Information

Students are accepted each semester based on course and space availability.

Program Length & Availability

3 Semesters

Campus Availability: Forsyth

Admissions Requirements

- Must be 16 years of age.
- High school diploma or GED is required prior to graduation.
(Official transcripts or GED scores must be submitted from all colleges and/or high schools attended for credit.)
- ACCUPLACER Testing, or submit SAT, ACT, CPE, COMPASS, or ASSET test scores.

Financial Aid

This program is not eligible for the Pell Grant, but may be eligible for Institutional and State Financial Aid. Contact a Financial Aid Counselor for eligibility requirements and application materials.

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<http://www.laniertech.edu/GE.aspx>