

# 2019-2020 TTC Catalog

## ARV 261 Advertising Design I

Lec: 2.0 Lab: 3.0 Credit: 3.0

This course is an introduction to the advertising arts, including the principles, techniques, media, tools and skills used in the visual communication field.

### **Prerequisite**

CGC 106

and

CGC 110

with a minimum grade of C

### **Course Offered**

Fall

Summer

### **Grade Type**

Letter Grade

### **Division**

Film, Media and Visual Arts