

2018-2019 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