

GRAPHIC DESIGN, SKILLS COMPETENCY AWARD (SCA): ENTREPRENEUR II

Overview

This certificate builds on the Graphic Design Entrepreneurial I program. It continues to provide the student with strong Graphic Design tools to develop a professional portfolio. Entrepreneurial skills are expanded on giving the student the necessary tools to become successful in managing their own design business.

Requirements

Skills Competency Award Requirements

Complete all department requirements with a "C" or higher or "P" in each course. Candidates for a Skills Competency Award are required to complete at least 20% of the department requirements through SBCC.

Code	Title	Units
Department Requirements		
ENT 205	Financial Management for Startups	3
ENT 208	Business Plan Development	3
GDP 212	Graphic Design II	3
GDP 215	Publication Design	3
GDP 230	Portfolio	3
MKT/MAT 164 or MKT 203	Online and Mobile Marketing Marketing Communications	3
Total Units		18.00

Learning Outcomes

1. Apply advanced design principles to both print and screen layouts and create a professional portfolio.
2. Demonstrate proficiency using industry-standard software to produce graphic design layouts that are print-ready digital files.
3. Demonstrate a sense of aesthetics for design and typography in the visual communication field.
4. Identify and apply their creative abilities to communicate ideas with confidence.
5. Apply entrepreneurial skills to improve their freelance business.