



www.jccmi.edu

## Graphic Design Entrepreneurship Certificate



**Business, Management, Marketing & Technology Career Pathway**

The graphic design program prepares students for entry-level positions in design organizations. Graphic design graduates find employment in a variety of settings including the publication and printing industries, advertising and marketing organizations, and graphic design department of corporations, governments agencies and retailers. JCC's graphic design entrepreneurship program, offered for college credit, can help prospective entrepreneurs launch new ventures. Entrepreneurs who already have established businesses can strengthen their managerial and business skills. Students in the graphic design entrepreneurship program at JCC will learn the fundamentals of starting and operating their own businesses. The program includes basic business skills as well as specific courses in starting and managing a small business.

Minimum credits:	40
Minimum cumulative GPA:	2.0
Minimum grade in all courses:	2.0
Minimum JCC credits:	12
MACRAO agreement:	No

### GENERAL EDUCATION REQUIREMENTS – (9 credits)

ENG 131 Writing Experience	3
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### ENTREPRENEURSHIP RELATED REQUIREMENTS

(13 credits)

ENT 160 Introduction to Entrepreneurship	2
ENT 161 Opportunity Analysis	2
ENT 162 Legal Issues for Small Business	2
ENT 163 Financial Management for Small Business	2
ENT 164 Entrepreneurial Marketing	2
ENT 169 Business Plan	3

### GRAPHIC DESIGN PROGRAM CORE REQUIREMENTS (24 credits)

ART 101 Two-Dimensional Design or	
ART 103 Drawing I: Foundations or	
ART 152 Painting I: Design and Color	3
CIS 101 Introduction to Computer Systems	3
CIS 128 Typography & Layout	3
CIS 132 Graphic Illustration (Adobe® Illustrator®)	3
CIS 134 Graphic Imaging (Adobe® Photoshop®)	3
CIS 136 Integrated Design I (Adobe® InDesign®)	3
CIS 232 Integrated Design II (Adobe® InDesign®)	3
CIS 234 Graphic Technology Applications	3