

DISPLAY AND VISUAL PRESENTATION, ASSOCIATE IN SCIENCE DEGREE

Financial Aid Eligible
 Banner Code: 1_AS_MKDV
 Control Number: 03963

This certificate is designed to prepare students seeking careers as display and exhibit designers and covers interior, industrial, thematic, and promotional displays. The training program includes consideration of the total visual presentation design and production, including store planning, service promotion mix applied to retailers, wholesalers (trade show), corporate display, visual identity, and exhibits in cultural institutions (museums and galleries). Students are encouraged to work toward an Associate in Science degree.

Complete the Display and Visual Presentation Certificate of Achievement and the Associate in Science graduation requirements as outlined in the Graduation Requirements section of the catalog.

Program Outcomes

1. Produce a digital presentation of a specific retail venue, illustrating continuity of theme through physical appearance, room settings, signage, merchandise, and website presentation.
2. Create the packaging for a product that will include product graphics and design, the merchandising concept for the retail venue, and an initial event or promotion to launch the product.

Associate in Science Degree Requirements

1. **UNIT REQUIREMENT** - 60 UNITS, with at least a 2.0 grade point average. At least 12 of the units must be earned at OCC, with a minimum of one course taken for a letter grade. At least 3 units in an advanced course from the program must be completed at OCC. A student must be enrolled at the time of application for graduation. Units earned at an accredited college or university on a credit/no credit basis will be counted toward the degree requirements of the college, to a maximum of 15 units.
2. **MAJOR REQUIREMENT** - Complete the AA or AS major requirements as detailed in the Degree and Certificate section of this catalog.
3. **MATHEMATICS REQUIREMENT** - Demonstrate competence in mathematics by either obtaining a satisfactory grade (grade of "C" or better or "pass") in a mathematics course at or above the level of Intermediate Algebra as demonstrated by prior coursework, or by demonstrating competency that is comparable through the completion of a college-level math course that has Intermediate Algebra as a prerequisite: Psychology A160 or Math A100 or higher, with the exception of Math A220.
4. **GENERAL EDUCATION REQUIREMENT** - Students may choose to complete Option 1 (OCC AA GE) (<https://catalog.cccd.edu/orange-coast/general-education-patterns/associate-arts-general-education-option-1/>), Option 1 (OCC AS GE) (<https://catalog.cccd.edu/orange-coast/pathways/business-management-entrepreneurship/fashion/display-visual-presentation-associate-science-degree/orange-coast/general-education-patterns/associate-science-general-education-option-1/>), Option 2 (CSU GE) (<https://catalog.cccd.edu/>

orange-coast/general-education-patterns/associate-degree-general-education-option-2/), or Option 3 (IGETC (<https://catalog.cccd.edu/orange-coast/general-education-patterns/associate-degree-general-education-option-3/>)) to satisfy the general education requirement. See the General Education Patterns section of this catalog for more information.

Course	Title	Units
Year 1		
Fall		
ART A110 or FASH A175 or ID A175	Color and Design: Two-Dimensional or Applied Color and Design Theory or Applied Color and Design Theory	3
ART A145	Exhibition Design 1	3
DVP A180	Introduction to Display and Visual Presentation	3
ID A110	Design Communications 1: Design Graphics	2
MKTG A130	Principles of Advertising	3
Units		14
Spring		
ART A111	Color and Design: Three-Dimensional	3
ART A116 or CNST A116	Furniture Making and Design or Furniture Making and Design	4
FASH A181	Fashion Internship	2
FASH A200	Fashion Internship Lecture	1
FASH A255 or ID A260	Fashion Illustrating Techniques 1 or Design Communication 4: Digital Visualization	3
PHOT A120 or PHOT A123	Introduction to Photography or Introduction to Digital Photography	3
Units		16
Total Units		30

Display and Visual Presentation Suggested Electives

Course	Title	Units
ART A102	Survey of Modern and Contemporary Art History	3
DMAD A117	Rapid Illustration Techniques	3
ID A170	Space Planning	3
ID A210	Fundamentals of Lighting	3

Requirement	Units
Minimum Program Major Units	30
AS General Education Option 1, 2, or 3	Varies
Transferable electives to satisfy unit requirement	Varies
Total Degree Units	60