

# CONTEMPORARY CRAFTS MARKETING, Associate in Arts Degree - 2760

*Communications, Humanities, and the Arts Division*

The Contemporary Crafts Marketing program enables students to produce professionally designed craft products within a production environment once a year of foundational courses has been completed in the areas of art, design, and crafts. Advanced coursework allows students to modify existing designs, create prototypes, and select processes and materials that can be executed in limited production runs. In addition, this program provides students with a broad range of program electives to help them further explore areas such as the internet, entrepreneurship, and wholesale and retail marketing. The complete program is available only at the Harrisburg Campus. Some required courses are available at the Lancaster, Lebanon, Gettysburg, and York Campuses and at other sites.

### *Career Opportunities*

Graduates of the program are prepared to design, produce, and market contemporary crafts in wholesale and retail markets.

### *Competency Profile*

This curriculum is designed to prepare students to:

- Demonstrate mastery and skill in jewelry, ceramics, glass, or wood
- Demonstrate good design skills
- Develop a personal style of contemporary crafts
- Design and execute a contemporary crafts production line
- Write and speak effectively
- Appreciate accomplishments in the arts and sciences

## **PROGRAM REQUIREMENTS (TOTAL CREDITS = 65)**

<b>General Education</b>		<b>Major</b>	
ENGL 101 English Composition I	3	ART 105 Fundamentals of Two-Dimensional Design	3
ENGL 102 English Composition II <b>or</b>		ART 107 Fundamentals of Three-Dimensional Design	3
ENGL 104 Technical Writing <b>or</b>		ART 121 Drawing I	3
ENGL 106 Written Business Communication	3	ART 133 Introduction to Mac	1
SPCH 101 Effective Speaking <b>or</b>		ART 176 Digital Photo Imaging	3
SPCH 104 Interpersonal Communication	3	ART183 Modern Art	3
Core A ART 182 Art Through the Ages II (D)	3	ART 210 Production and Marketing I	3
Core B Elective	3	ART 211 Production and Marketing II	3
Core C MATH 100 College Math for Business	3	ART 212 Clay Design and Production	3
Free Elective	3	ART 217A Advanced Studio Problems I	1
Physical Education & Wellness	1	ART 217B Advanced Studio Problems II	1
	22	ART 217C Advanced Studio Problems II	1
		Program Electives*	6-8
		Craft Electives**	6
		Studio Art Elective***	3
			43

\*Program Electives: ACCT 101, 200; ENTR 103, 201, 203; MGMT 121; MKTG 201, 212, 216, 217, 218, 235; WEB 102, 110, 121; WELD 102, 103, 105, 107; WOOD 101, 102, 110

\*\*Craft Electives select 2 of the following courses: ART 151, 152, 171, 172, 191, 214

\*\*\* Studio Art Electives elect from the following courses: ART 102, 106, 108, 111, 112, 122, 131, 132, 151, 152, 161, 162, 171, 172, 174, 175, 191, 201, 202, 205, 206

## **RECOMMENDED SEQUENCE FOR FULL-TIME STUDENTS**

Part time students can complete this program by taking one or more courses each semester.

<b>Fall Semester</b>		<b>Spring Semester</b>		<b>Fall Semester</b>		<b>Spring Semester</b>		<b>Last Semester</b>	
ENGL 101	3	SPCH 101 or 104	3	ART 210	3	ART 211	3	ART 212	3
ART 105	3	ART 107	3	ENGL 102/104/106	3	Studio Art Elective	3	ART 217C	1
ART 121	3	Craft Elective	3	ART 176	3	Program Elective	3	Core B Elective	3
PE & W	1	ART 133	1	Core A ART 182 (D)	3	Core C MATH 100	3	Free Elective	3
Craft Elective	3	ART 183	3	ART 217A	1	ART 217B	1	Program Elective	3

Effective Fall 2008 all Associate Degree Programs must meet Diversity (D) and Physical Education and Wellness (W) requirements.