

Degree: Bachelor of Arts	Credits required for degree:	120
Major: Advertising Art Direction	Credits required in major:	45

See how you can complete this degree in **5 semesters**.*

This example is for planning purposes only.

1st Semester Courses	Credit Hours	2nd Semester Courses	Credit Hours
Total Semester Credit Hours	12	Total Semester Credit Hours	12
22-1105 Intro. to Visual Culture	3	3 Foundation Skill Courses (22-196* and 22-197*)	3
22-1925 Making for Transfers	3	21-1310 Survey of Typography	3
3 Foundation Skill Courses (22-196* and 22-197*)	3	21-1320 Design Lab	3
College-Wide Elective	3	21-2510 Advertising Art Direction: Introduction	3
3rd Semester Courses	Credit Hours	4th Semester Courses	Credit Hours
Total Semester Credit Hours	12	Total Semester Credit Hours	12
21-2375 Website Design I	3	22-2170 History of Communication Design	3
21-2520 Advertising Design	3	21-3540 Creative Strategies in Art Direction I	3
College-Wide Elective	3	College-Wide Elective	3
College-Wide Elective	3	College-Wide Elective	3
5th Semester Courses	Credit Hours	6th Semester Courses	Credit Hours
Total Semester Credit Hours	12	Total Semester Credit Hours	0
21-3542 Creative Strategies in Art Direction II	3		
21-3550 Advertising Communication	3		
21-3584 Management for Designers	3		
College-Wide Elective	3		

A College-Wide Elective (CWE) is any course that you will not use to complete your LAS Core, major, or any minor. You can choose CWEs from any department or program if you have met the course's requirements.

For Concentration courses or Major Electives, choose from the list for your major in the course catalog.

Full-time status at Columbia College Chicago is 12 through 16 credits per semester. All degree-seeking undergraduate students are required to complete Global Awareness (3 credits), U.S. Pluralism (3 credits), Writing Intensive (3 credits), and upper division (2000-level or higher) LAS (6 credits) courses.

*This planning tool is calculated assuming the following: you will transfer in 60 total credits, you have completed all of your Liberal Arts and Sciences (LAS) Core requirements, and you will not transfer in any major requirements. You may be able to shorten the time it takes to complete this degree by transferring in applicable major courses. Please visit Transferology.com for information on individual course equivalencies. Full-time status at Columbia College Chicago is 12 through 16 credits per semester. All degree-seeking undergraduate students are required to complete Global Awareness (3 credits), U.S. Pluralism (3 credits), Writing Intensive (3 credits), and upper division (2000-level or higher) LAS (6 credits) courses. Except for Writing Intensive, these requirements may be met in transfer.

Note - This plan is designed for 5 full-time semesters. Students in this major may also opt to add more credits in the first few semesters and finish their degree as a part-time student. Students should speak with an Academic Advisor if they have questions.