

Undergraduate Program Requirements

Design Program Requirements

Currently displaying program requirements for academic year: UNDG 2017-2018 ▼

Ad Art Direction BA 17

45 credits required. Grade of C or better required in all major courses.

First & Second Semester

Courses: 9/9

Course	Title	Credits	Grade
22-1105	Introduction to Visual Culture	3	C
22-1910	Making 1	3	C

*Students must complete a minimum of 6 credits of "Foundation Skill:" courses. Choose from 22-196***** and 22-197*****.*

22-196*****			C
22-197*****			C
22-1920	Making 2	3	C

OR 1 of the following:

22-1925 Making for Transfers	3	C
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Note: Making for Transfers (22-1925) may not be appropriate for all transfer students. Please see your faculty advisor.

Third Semester

Courses: 3/3

Course	Title	Credits	Grade
21-1310	Survey of Typography	3	C
21-1320	Design Lab	3	C
21-2510	Advertising Art Direction: Introduction	3	C

Fourth Semester

Courses: 2/2

Course	Title	Credits	Grade
21-2375	Website Design I	3	C
21-2520	Advertising Design	3	C

Fifth Semester

Courses: 2/2

Course	Title	Credits	Grade
22-2170	History of Communication Design	3	C
21-3540	Creative Strategies in Art Direction I	3	C

Courses: 1/1

Sixth Semester

Course	Title	Credits	Grade
21-3542	Creative Strategies in Art Direction II	3	C
Seventh/Eighth Semester		Courses:	2/2
Course	Title	Credits	Grade
21-4550	Advertising Communications	3	C
21-3584	Management for Designers	3	C

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