

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

1st Semester Courses	Credit Hours	2nd Semester Courses	Credit Hours
Total Semester Credit Hours	15	Total Semester Credit Hours	15
ARTH 105 Introduction to Visual Culture	3	Select 3 ONE credit ARTS Foundation Skills courses	3
DSGN 110 Design Thinking	3	ARTS 105 Foundation Studio	3
FEXP 1** First Semester Experience (LAS Core)	3	ARTS 210 Drawing I	3
ENGL 111 Writing and Rhetoric I (LAS Core)	3	ENGL 112 Writing and Rhetoric II (LAS Core)	3
LAS Core Requirement	3	College-Wide Elective	3
3rd Semester Courses	Credit Hours	4th Semester Courses	Credit Hours
Total Semester Credit Hours	15	Total Semester Credit Hours	15
ADAD 201 Advertising Art Direction: Introduction	3	GRDE 240 Website Design I	3
GRDE 136 Design Lab	3	ADAD 252 Advertising Design	3
GRDE 131 Survey of Typography	3	LAS Core Requirement	3
LAS Core Requirement	3	LAS Core Requirement	3
LAS Core Requirement	3	College-Wide Elective	3
5th Semester Courses	Credit Hours	6th Semester Courses	Credit Hours
Total Semester Credit Hours	15	Total Semester Credit Hours	15
ARTH 225 History of Communication Design	3	DSGN 350 Portfolio	3
ADAD 335 Creative Strategies in Art Direction I	3	LAS Core Requirement* (200 Level)	3
LAS Core Requirement* (200 Level)	3	LAS Core Requirement* (U.S. Pluralism)	3
LAS Core Requirement* (Global Awareness)	3	College-Wide Elective	3
College-Wide Elective	3	College-Wide Elective	3
7th Semester Courses	Credit Hours	8th Semester Courses	Credit Hours
Total Semester Credit Hours	15	Total Semester Credit Hours	15
ADAD 450 Advertising Communications	3	COLL 200 Internship	0
LAS Core Requirement	3	ADAD 350 Management for Designers	3
College-Wide Elective	3	LAS Core Requirement	3
College-Wide Elective	3	College-Wide Elective	3
College-Wide Elective	3	College-Wide Elective	3
		College-Wide Elective	3

Notes:

This degree plan is a suggested sequence only. Students should work with their Academic Advisors and Departments to develop unique individual plans.

LAS Core Requirements include First-Semester Experience, English, Mathematics, Speech, Sciences, History, Humanities, Social Sciences, and Literature.

Major Electives include courses required to be completed to finish a major, students will choose from a list of major electives in the course catalog.

College-Wide Electives include all courses and credits not specifically applied towards the LAS Core or Major Requirements.

Students are encouraged to consider declaring a Minor to complete their required College-Wide Elective credits.

Full-time status at Columbia College Chicago is a minimum of 12 attempted credits per term, but the cost of tuition is the same for 12-16 attempted credits.

Students are encouraged to attempt 15-16 credits each term for financial reasons and also to complete their degree (120-128 credits) in a timely fashion.

*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 (200 level or higher) LAS Core courses (6 credits).