

Undergraduate Program Requirements

Design Program Requirements

Currently displaying program requirements for academic year: UNDG 2011-2012 ▼

AD ART DIRECTION 2B 2011

70 credits are required to complete this major. A grade of "C" or better is required in all major coursework. Upon successful completion of this program, students will be able to: 1. Describe, analyze, and interpret advertising art concepts within social, historical and theoretical contexts. 2. Interpret and express advertising art concepts and solutions in multiple media that respond to client's advertising objectives and reflect marketing trends, consumer attitudes, and social changes. 3. Apply the appropriate knowledge, skills, materials, technical processes, research methods, and conceptual thinking to visual problem solving, creative strategic planning, copy writing, marketing analysis, and advertising photography. 4. Present a succinct, cohesive, critically edited and substantive body of work.

Level I Courses

Courses: 6/6

Course	Title	Credits	Grade
22-1101	History of Art I: Stone Age to Gothic	3	C
22-1102	History of Art II: Renaissance to Modern	3	C
22-1210	Drawing I	3	C
22-1220	Fundamentals of 2-D Design	3	C
22-1230	Fundamentals of 3-D Design	3	C

Students can take Photography I -OR- Digital Photography for Non-Majors. If you choose Photography I, Photography I Workshop must be taken concurrently. Photography I Workshop will count toward electives in the major.

23-1250	Digital Photography for Non- Photo Majors	3	C
OR 1 of the following:			
	23-1111 Foundations of Photography I	3	C
	23-1100 Photography I	3	C

Level II Courses

Courses: 7/7

Course	Title	Credits	Grade
22-1275	Digital Video Editing Workshop for Artists	1	C
OR 1 of the following:			
	22-3590 Special Issues in Advertising	1	C
	22-3390 Special Issues in Design	1	C
	22-3490 Special Issues in Illustration	1	C
22-1310	Beginning Typography	3	C
22-1320	Design Lab	3	C
22-2170	History of Communication Design	3	C
22-2330	Introduction to Graphic Design	3	C
22-2420	Applied Drawing	3	C
22-2510	Advertising Art Direction: Introduction	3	C

Courses: 6/6

Level III Courses

Course	Title	Credits	Grade
22-2520	Advertising Design	3	C
22-3340	Intermediate Typography	3	C
22-3535	Storyboard Development	3	C
22-3540	Creative Strategies in Advertising Design I	3	C
22-3542	Creative Strategies in Advertising Design II	3	C
22-3500	Art Director/Commercial Photographer	3	C

OR 1 of the following:

22-3525 Art Director/Copywriter Team	3	C
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Level IV Courses

Courses: 3/3

Course	Title	Credits	Grade
22-3550	Advertising Communication	3	C
22-3584	Management for Designers	3	C
22-3385	Professional Portfolio Development	3	C

OR 1 of the following:

22-3955 Interactive Portfolio Design	3	C
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Complete 6 credits from the following list of courses.

Ad Art Electives

Courses: 2/2

Course	Title	Credits	Grade
23-1101	Photography I Workshop	3	C
36-2601	Authoring Interactive Media	3	C
22-2901	Interdisciplinary Strategies in Art & Design	3	C
22-3370	Advanced Typography	3	C
22-3378	Design Lab II	3	C
22-3447	Broadcast Design: Introduction	3	C
22-3500	Art Director/Commercial Photographer	3	C
22-3525	Art Director/Copywriter Team	3	C
22-3530	Photo Communication	3	C
22-3988	Internship: Art and Design	1	C

OR 1 of the following:

21-3988 Internship: Design	1	C
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22-ELEC	Art & Design Elective	0	C
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