Undergraduate Program Requirements

Design Program Requirements

Currently displaying program requirements for academic year: | UNDG 2012-2013 ▼ |

Ad Art Direction BFA 12

70 credits required. Grade of "C" or better required in all major courses. GPA in the major of 3.0 or higher required. 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. Additional notes: History of Art I and II do not count toward the LAS Core. If you are completing the Art History Minor, History of Art I and II (22-1101/22-1102) can double count toward the major and the minor. No other courses can double count between the major and the minor.

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
23-1111	Foundations of 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:			
	22-3390		C
	22-3490		C
	22-3590		C
22-1310	Beginning Typography	3	C
22-1320	Design Lab	3	C
22-2420	Applied Drawing	3	C
22-2170	History of Communication Design	3	C
22-2330	Introduction to Graphic Design	3	C
22-2510	Advertising Art Direction: Introduction	3	C

Level III Courses		Courses:	6/6
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**

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**

Complete 6 credits from the following list of courses.

Ad Art Electives		Courses:	2/2

Course	Title	Credits	Grade
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**
22-ELEC	**Art & Design Elective**	**0**	**C**

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