

## Undergraduate Program Requirements

### Design Program Requirements

Currently displaying program requirements for academic year: UNDG 2014-2015 ▼

#### Ad Art Direction BA 2014

**45 credits required.** Grade of "C" or better required in all major courses. Upon successful completion of this program, students should be able to:

- Describe, analyze, and interpret advertising art concepts within social, historical and theoretical contexts.
- 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.
- 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.
- Present a succinct, cohesive, critically edited and substantive body of work.

#### First & Second Semester

Courses: 9/9

Course	Title	Credits	Grade
--------	-------	---------	-------

**Students must complete a minimum of 2 credits of 22-1930 "Medium" AND 22-1940 "Methods" AND 22-1950 "Materials".**

<b>22-1105</b>	<b>Introduction to Visual Culture</b>	<b>3</b>	<b>C</b>
<b>22-1910</b>	<b>Making 1</b>	<b>3</b>	<b>C</b>
<b>22-1930</b>	<b>Medium</b>	<b>1</b>	<b>C</b>
<b>22-1940</b>	<b>Methods</b>	<b>1</b>	<b>C</b>
<b>22-1950</b>	<b>Materials</b>	<b>1</b>	<b>C</b>
<b>22-1930</b>	<b>Medium</b>	<b>1</b>	<b>C</b>
<b>22-1940</b>	<b>Methods</b>	<b>1</b>	<b>C</b>
<b>22-1950</b>	<b>Materials</b>	<b>1</b>	<b>C</b>

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

<b>22-1920</b>	<b>Making 2</b>	<b>3</b>	<b>C</b>
----------------	-----------------	----------	----------

OR 1 of the following:

	<b>22-1925 Making for Transfers</b>	<b>3</b>	<b>C</b>
--	-------------------------------------	----------	----------

#### Third Semester

Courses: 3/3

Course	Title	Credits	Grade
--------	-------	---------	-------

<b>22-1310</b>	<b>Beginning Typography</b>	<b>3</b>	<b>C</b>
<b>22-1320</b>	<b>Design Lab</b>	<b>3</b>	<b>C</b>
<b>22-2612</b>	<b>Intro to Visual Design Studies</b>	<b>3</b>	<b>C</b>

OR 1 of the following:

	<b>22-2510 Advertising Art Direction: Introduction</b>	<b>3</b>	<b>C</b>
--	--	----------	----------

Courses: 2/2

#### Fourth Semester

Course	Title	Credits	Grade
<b>22-2520</b>	<b>Advertising Design</b>	<b>3</b>	<b>C</b>
<b>22-3375</b>	<b>Website Design I</b>	<b>3</b>	<b>C</b>

**Fifth/Sixth Semester**

Courses: 3/3

Course	Title	Credits	Grade
<b>22-2170</b>	<b>History of Communication Design</b>	<b>3</b>	<b>C</b>
<b>22-3540</b>	<b>Creative Strategies in Advertising Design I</b>	<b>3</b>	<b>C</b>
<b>22-3542</b>	<b>Creative Strategies in Advertising Design II</b>	<b>3</b>	<b>C</b>

**Seventh/Eighth Semester**

Courses: 2/2

Course	Title	Credits	Grade
<b>22-3584</b>	<b>Management for Designers</b>	<b>3</b>	<b>C</b>
<b>22-3550</b>	<b>Advertising Communication</b>	<b>3</b>	<b>C</b>

This page displays information from the OASIS Catalog.

The OASIS system is maintained by the IT department. Program requirement records are maintained by the associate deans in each of their respective schools.