

Undergraduate Program Requirements

Design Program Requirements

Currently displaying program requirements for academic year: UNDG 2013-2014 ▼

Ad Art Direction BA 2013

45 credits required. Grade of "C" or better required in all major courses. Upon successful completion of this program, students will 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 Semester

Courses: 3/3

Course	Title	Credits	Grade
22-1105	Introduction to Visual Culture	3	C
OR 1 of the following:			
	22-1102 History of Art II: Renaissance to Modern	3	C
22-1210	Drawing I	3	C
OR 1 of the following:			
	22-1930 Medium	1	C
	22-1940 Methods	1	C
	22-1950 Materials	1	C
22-1220	Fundamentals of 2-D Design	3	C
OR 1 of the following:			
	22-1910 Making 1	3	C

Second Semester

Courses: 2/2

Course	Title	Credits	Grade
22-1230	Fundamentals of 3-D Design	3	C
OR 1 of the following:			
	22-1920 Making 2	3	C
23-1111	Foundations of Photography I	3	C
OR 1 of the following:			
	22-1930 Medium	1	C
	22-1950 Materials	1	C
	22-1940 Methods	1	C

Courses: 3/3

Third Semester

Course	Title	Credits	Grade
22-1310	Beginning Typography	3	C
22-1320	Design Lab	3	C
22-2612	Intro to Visual Design Studies	3	C
OR 1 of the following:			
	22-2510 Advertising Art Direction: Introduction	3	C
Fourth Semester		Courses:	2/2
Course	Title	Credits	Grade
22-2520	Advertising Design	3	C
22-3375	Website Design I	3	C
Fifth/Sixth Semester		Courses:	3/3
Course	Title	Credits	Grade
22-2170	History of Communication Design	3	C
22-3540	Creative Strategies in Advertising Design I	3	C
22-3542	Creative Strategies in Advertising Design II	3	C
Seventh/Eighth Semester		Courses:	2/2
Course	Title	Credits	Grade
22-3584	Management for Designers	3	C
22-3550	Advertising Communication	3	C

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