

## Undergraduate Program Requirements

### Design Program Requirements

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

#### Ad Art Direction BFA 13

**64 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:

- 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.

#### Ad Art Direction

##### First Year

Courses: 5/9

Course	Title	Credits	Grade
<b>22-1105</b>	<b>Introduction to Visual Culture</b>	<b>3</b>	<b>C</b>
OR 1 of the following:			
	<b>22-1102 History of Art II: Renaissance to Modern</b>	<b>3</b>	<b>C</b>
<b>22-1220</b>	<b>Fundamentals of 2-D Design</b>	<b>3</b>	<b>C</b>
OR 1 of the following:			
	<b>22-1910 Making 1</b>	<b>3</b>	<b>C</b>
<b>22-1230</b>	<b>Fundamentals of 3-D Design</b>	<b>3</b>	<b>C</b>
OR 1 of the following:			
	<b>22-1920 Making 2</b>	<b>3</b>	<b>C</b>

CHOOSE from the following courses to successfully complete six (6) additional credits for First Year course requirements: 22-1210 Drawing I (3cr), 22-1930 Medium (1cr), 22-1940 Methods (1cr), 22-1950 Materials (1cr), 23-1111 Foundations of Photography I (3cr).

<b>22-1210</b>	<b>Drawing I</b>	<b>3</b>	<b>C</b>
<b>22-1930*****</b>			<b>C</b>
<b>22-1940*****</b>			<b>C</b>
<b>22-1950*****</b>			<b>C</b>
<b>23-1111</b>	<b>Foundations of Photography I</b>	<b>3</b>	<b>C</b>

##### Second Year

Courses: 6/6

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>

<b>22-1275</b>	<b>Digital Video Editing Workshop for Artists</b>	<b>1</b>	<b>C</b>
OR 1 of the following:			
	<b>22-1390 Special Issues in Design</b>	<b>1</b>	<b>C</b>
	<b>22-1590 Special Issues in Advertising</b>	<b>1</b>	<b>C</b>
	<b>22-1490 Special Issues in Illustration</b>	<b>1</b>	<b>C</b>
<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>

**Third Year** Courses: 5/5

Course	Title	Credits	Grade
<b>22-2170</b>	<b>History of Communication Design</b>	<b>3</b>	<b>C</b>
<b>22-3340</b>	<b>Intermediate Typography</b>	<b>3</b>	<b>C</b>
<b>22-3535</b>	<b>Storyboard Development</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>22-3500</b>	<b>Art Director/Commercial Photographer</b>	<b>3</b>	<b>C</b>

OR 1 of the following:

<b>22-3525 Art Director/Copywriter Team</b>	<b>3</b>	<b>C</b>
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**Fourth Year** Courses: 4/4

Course	Title	Credits	Grade
<b>22-3542</b>	<b>Creative Strategies in Advertising Design II</b>	<b>3</b>	<b>C</b>
<b>22-3550</b>	<b>Advertising Communication</b>	<b>3</b>	<b>C</b>
<b>22-3584</b>	<b>Management for Designers</b>	<b>3</b>	<b>C</b>
<b>22-3385</b>	<b>Professional Portfolio Development</b>	<b>3</b>	<b>C</b>

OR 1 of the following:

<b>22-3955 Interactive Portfolio Design</b>	<b>3</b>	<b>C</b>
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Complete 2 courses from the following list of courses.

**Ad Art Electives** Courses: 2/2

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

OR 1 of the following:

<b>21-3988 Internship: Design</b>	<b>1</b>	<b>C</b>
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<b>22-ELEC</b>	<b>Art &amp; Design Elective</b>	<b>0</b>	<b>C</b>
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