

Department: Design
Degree: Bachelor of Arts
Major: Advertising Art Direction

Total credits required for degree: 120

Total credits required in the major: 45

Number of semesters to degree completion ¹: 5
Example for planning purposes only

1 st Semester (12 Credits)	2 nd Semester (12 Credits)
22-1925 Making for Transfers (3cr) 22-1105 Introduction to Visual Culture (3cr) Foundations Skills- Take a total of 6 of a combination of the following (6 cr) -22-196** -22-197**	22-1310 Beginning Typography (3cr) 22-1320 Design Lab (3cr) 22-2510 Advertising Art Direction: Introduction (3cr) CWE (3cr)
3 rd Semester (12 Credits)	4 th Semester (12 Credits)
22-2520 Advertising Design (3cr) 22-2375 Website Design I (3cr) CWE (3cr) CWE (3cr)	22-2170 History of Communication Design (3cr) 22-3540 Creative Strategies in Ad Design I (3cr) 22-3584 Management for Designers (3cr) CWE (3cr)
5 th Semester (12 Credits)	
22-3542 Creative Strategies in Ad Design II (3cr) 22-3550 Advertising Communication (3cr) CWE (3cr) Writing Intensive (3cr)	

For more information, contact: Joan Giroux, Associate Chair, jgiroux@colum.edu, 312-369-6881.

Key: *CWE*: College-wide elective. Choose from any course in Columbia's catalog for which you have met requisites.

¹ *Semesters to degree completion are calculated assuming 60 total credits in transfer with all [Liberal Arts & Sciences Core](#) requirements complete and no major requirements transferred in. Students may lessen the length of time to degree completion by transferring in applicable major courses. Please see transferology.com for information on individual course equivalencies. Full-time status at Columbia College Chicago is 12-16 credits per term. All degree-seeking undergraduate students are required to complete Global Awareness (3 credits), U.S. Pluralism (3 credits), Writing Intensive (3 credits), and upper division (2000 level or higher) LAS core courses (6 credits). Except for Writing Intensive, these requirements may be met in transfer.