

## Undergraduate Program Requirements

### Design Program Requirements

Currently displaying program requirements for academic year: UNDG 2015-2016 ▼

#### Ad Art Direction BA 15

**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
<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>

*Students must complete a minimum of 6 credits of "Foundation Skill:" courses. Choose from 22-196\*\*\*\*\* and 22-197\*\*\*\*\*.*

<b>22-196*****</b>			<b>C</b>
<b>22-197*****</b>			<b>C</b>
<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>
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*Note: Making for Transfers (22-1925) may not be appropriate for all transfer students. Please see your faculty advisor.*

#### Third Semester

Courses: 3/3

Course	Title	Credits	Grade
<b>21-1310</b>	<b>Survey of Typography</b>	<b>3</b>	<b>C</b>
<b>21-1320</b>	<b>Design Lab</b>	<b>3</b>	<b>C</b>
<b>21-2510</b>	<b>Advertising Art Direction: Introduction</b>	<b>3</b>	<b>C</b>

#### Fourth Semester

Courses: 2/2

Course	Title	Credits	Grade
<b>21-2375</b>	<b>Website Design I</b>	<b>3</b>	<b>C</b>
<b>21-2520</b>	<b>Advertising Design</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>21-3540</b>	<b>Creative Strategies in Art Direction I</b>	<b>3</b>	<b>C</b>
<b>21-3542</b>	<b>Creative Strategies in Art Direction II</b>	<b>3</b>	<b>C</b>

**Seventh/Eighth Semester**

Courses: 2/2

Course	Title	Credits	Grade
<b>21-3550</b>	<b>Advertising Communication</b>	<b>3</b>	<b>C</b>
<b>21-3584</b>	<b>Management for Designers</b>	<b>3</b>	<b>C</b>

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