

Undergraduate Program Requirements

Design Program Requirements

Currently displaying program requirements for academic year: UNDG 2016-2017 ▼

Ad Art Direction BA 16

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
22-1105	Introduction to Visual Culture	3	C
22-1910	Making 1	3	C

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

22-196*****			C
22-197*****			C
22-1920	Making 2	3	C

OR 1 of the following:

22-1925 Making for Transfers	3	C
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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
21-1310	Survey of Typography	3	C
21-1320	Design Lab	3	C
21-2510	Advertising Art Direction: Introduction	3	C

Fourth Semester

Courses: 2/2

Course	Title	Credits	Grade
21-2375	Website Design I	3	C
21-2520	Advertising Design	3	C

Fifth Semester

Courses: 2/2

Course	Title	Credits	Grade
22-2170	History of Communication Design	3	C
21-3540	Creative Strategies in Art Direction I	3	C
Sixth Semester		Courses:	1/1
Course	Title	Credits	Grade
21-3542	Creative Strategies in Art Direction II	3	C
Seventh/Eighth Semester		Courses:	2/2
Course	Title	Credits	Grade
21-3550	Advertising Communication	3	C
21-3584	Management for Designers	3	C

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