

Advertising Design BFA Degree Program

School of Art and Design

Applications accepted for fall only. NYSED: 00594 HEGIS 1009

The Advertising Design program offers students the opportunity to prepare for careers as art directors, designers, and copywriters in advertising, public relations, broadcasting, marketing, branding, interactive media, and journalism.

Semester 5		Credits
MAJOR AREA	AD 381 - Advertising Concept Development I	3.5
RELATED AREA	CD 371 - Advanced Typography I	1.5
	CT 321 - Print and Digital Production	2
	CT 371 - Introduction to Kinetic Typography	3
	AC 231 - Advertising Copywriting	3
GENERAL EDUCATION/ ART HISTORY	choice - see Other World Civilizations* G9	3
	choice - see Social Sciences*	3
Semester 6		
MAJOR AREA	AD 315 - Advertising Art Direction and Design I	1.5
	AD 382 - Advertising Concept Development II	1.5
	AD 383 - Communications Strategy Planning and Brand Campaigns	3.5
RELATED AREA	CD 372 - Advanced Typography II	1.5
	CT 341 - Design for Screen-Based Media	3
GENERAL EDUCATION/ ART HISTORY	EN 322 - Writing in the Art and Design Professions	3
	choice - see History of Art and Civilization*	3
Semester 7		
MAJOR AREA	AD 415 - Advertising Art Direction and Design II	1.5
	AD 482 - Advertising Concept Development III: TV and Video	3
	AD 494 - Senior Design Project Research	3
	AD 466 - Advertising Design Senior Portfolio	1.5
RELATED AREA	CT 431 - Introduction to User Experience Design	3
GENERAL EDUCATION/ ART HISTORY	choice - see Liberal Arts Elective*	3
	choice - see American History* G10	3
Semester 8		
MAJOR AREA	AD 467 - Advertising Professional Preparation	1.5
	AD 491 - Internship	4
	AD 497 - Advertising Student Competition	1.5
	AD 498 - Advertising Design Senior Project	3
RELATED AREA	CD 322 - Design Process Technology or CT 411 - Design and Interaction	2
TOTAL CREDIT REQUIREMENTS		
	GENERAL EDUCATION/ART HISTORY	18
	MAJOR AREA	29
	RELATED AREA	19
	Total Credits:	66

***Fall 2014 Requirements:** See below.

FIT's Gen Ed courses are organized along the following categories: G1 Basic Communication; G2 Mathematics; G3 Natural Sciences; G4 Social Sciences; G5 Western Civilization; G6 The Arts; G7 Humanities; G8 Foreign Language; G9 Other World Civilizations; G10 American History.

Liberal Arts Elective: 3 credits

CHOICE of any non-HA liberal arts course

American History: 3 credits

CHOICE of any non-HA course that meets General Education American History requirement (G10).

Foreign Language:

The General Education Foreign Language requirement (G8) has been waived for the Advertising Design major.

Other World Civilizations: 3 credits

CHOICE of HA 121, 221, 223, 224, 225, 226, or any other HA course that meets General Education Other World Civilizations requirement (G9).

Social Sciences: 3 credits

CHOICE of SS 231, SS 232, SS 237, SS 334, SS 385 or SS 396