

Advertising Design BFA Degree Program

School of Art and Design

Applications accepted for fall only. NYSSED: 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. Curriculum below is for the entering class of Fall 2015.

Semester 5		Credits
MAJOR AREA	AD 381 - Advertising Concept Development I: Creative Principles	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
LIBERAL ARTS	choice - see Liberal Arts / Social Science Requirements*	3
	choice - see Requirements*	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
LIBERAL ARTS	EN 322 - Writing in the Art and Design Professions	3
	choice - see Requirements*	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
LIBERAL ARTS	choice - see Requirements*	3
	choice - see Liberal Arts Elective**	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		
	MAJOR AREA	29
	RELATED AREA	19
	LIBERAL ARTS	18
Total Credits:		66

Fall 2015 Requirements: See below.

*** Liberal Arts: 18 credits**

- **English: 3 credits.** EN 322. Students must have completed the prerequisites of EN 121 or equivalent, and any additional EN course before taking EN 322.
- **History of Art: 6 credits.** CHOICE of one (1) HA course that meets General Education Other World Civilizations requirement (G9), and CHOICE of one (1) additional course. See the full list of Art/Design History courses under HA: History of Art and Civilization .
- **Social Sciences: 3 credits.** CHOICE of SS 231, SS 232, SS 237, SS 334, SS 385 or SS 396.

**** Liberal Arts electives: 6 credits.** Select Liberal Arts courses from the following subject areas: **CH** (Chinese), **EN** (English), **FI** (Film & Media) - any FI course other than FI 261, 361, 461, 362, and 462, **FR** (French), **HA** (History of Art), **HE** (Health Education) 201, 301, **IT** (Italian), **JA** (Japanese), **MU** (Music), **HI** (History), **MA** (Math), **LA** (Liberal Arts), **MC** (Modern Languages & Cultures), **PE** (Physical Education & Dance) 215, 216, 217, **PL** (Philosophy), **SC** (Science), **SP** (Spanish), and **SS** (Social Sciences). See Liberal Arts Courses.