

# 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 2016.

<b>Semester 5</b>		<b>Credits</b>
MAJOR AREA	AD 381 - Advertising Concept Development I: Creative Principles	3
	AD 383 - Communications Strategy Planning and Brand Campaigns	2
RELATED AREA	CT 321 - Print and Digital Production	2
	CT 371 - Introduction to Kinetic Typography	3
	GD 331 - Typography and Language	2
LIBERAL ARTS	choice - see History of Art*	3
	choice - see Social Sciences*	3
<b>Semester 6</b>		
MAJOR AREA	AD 315 - Advertising Art Direction and Design I	3
	AD 382 - Advertising Concept Development II	2
RELATED AREA	CT 372 - Advanced Digital Typography	2
	CT 341 - Design for Screen-Based Media	3
LIBERAL ARTS	EN 322 - Writing in the Art and Design Professions	3
	choice - see History of Art*	3
<b>Semester 7</b>		
MAJOR AREA	AD 466 - Advertising Design Senior Portfolio	2
	AD 482 - Advertising Concept Development III: TV and Video	3
	AD 494 - Senior Design Project Research	3
RELATED AREA	CT 411 - Design and Interaction or 412 - Immersive Publication Design	2
	LIBERAL ARTS	choice - see Liberal Arts Electives**
choice - see American History*		3
<b>Semester 8</b>		
MAJOR AREA	AD 467 - Advertising Professional Preparation	2
	AD 491 - Internship	4
	AD 497 - Advertising Student Competition	2
	AD 498 - Advertising Design Senior Project	3
RELATED AREA	choice - see Related Area Electives***	1
<b>TOTAL CREDIT REQUIREMENTS</b>		
	MAJOR AREA	29
	RELATED AREA	15
	LIBERAL ARTS	18
	Total Credits:	62

**Fall 2016 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 (for which prerequisites have been met) from the following subject areas: **CH** (Chinese), **EN** (English), **FI** (Film and Media) - any FI course other than FI 261, 361, 461, 362, and 462, **FR** (French), **HA** (History of Art), **HE** (Health Education) HE 201, HE 301, **IT** (Italian), **JA** (Japanese), **MU** (Music), **HI** (History), **MA** (Math), **LA** (Liberal Arts), **MC** (Modern Languages and Cultures), **PE** (Physical Education and Dance) PE 215, PE 216, PE 217, **PL** (Philosophy), **SC** (Science), **SP** (Spanish), and **SS** (Social Sciences).  
See Liberal Arts Courses

**\*\*\*Related Area Elective: 1 credit (minimum).**

CHOICE of AC 231, CT 431, CT 441, or any eligible course (for which prerequisites have been met) in Computer Graphics (CG), Entrepreneurship (EP), Fashion Design (FD), Fashion Business Management (FM), Film and Media (FI), Fine Arts (FA), Graphic Design (GD), Home Products Development (HP), Illustration (IL), Interior Design (ID), Jewelry Design (JD), Menswear (MW), Packaging Design (PK), Photography and the Digital Image (PH), Textile/Surface Design (TD), Textile Development and Marketing (TS and TT), Toy Design (TY), or Visual Presentation and Exhibition Design (VP)