

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. Curriculum below is for the entering class of Fall 2017.

Semester 5		Credits
MAJOR AREA	AD 381 - Creative Principles	3
	AD 383 - Strategy Planning and Brand Campaigns	2
RELATED AREA	CT 300 - Introduction to Digital Typography	2
	CT 371 - Introduction to Kinetic Typography	3
	CT 321 - Print and Digital Production	2
LIBERAL ARTS	choice - see History of Art* (OWC)	3
	choice - see Social Sciences*	3
Semester 6		
MAJOR AREA	AD 315 - Art Direction and Design	3
	AD 382 - Art and Copy	2
RELATED AREA	CT 341 - Design for Screen-Based Media	3
	CT 372 - Advanced Digital Typography	2
LIBERAL ARTS	EN 322 - Writing in the Art and Design Professions	3
	choice - see Liberal Arts Electives**	3
Semester 7		
MAJOR AREA	AD 466 - Senior Portfolio	2
	AD 482 - TV and Viral Videos	3
	AD 494 - Senior Thesis Project Planning	2
RELATED AREA	CT Elective***	2
LIBERAL ARTS	choice - see Liberal Arts Electives**	3
	choice - see History of Art*	3
Semester 8		
MAJOR AREA	AD 497 - Student Competition	3
	AD 498 - Senior Project	3
	choice - see Major Area Electives****	2-3
	choice - see Major Area Electives****	2-3
RELATED AREA	choice - see Related Area Electives***	2
TOTAL CREDIT REQUIREMENTS		
	MAJOR AREA	27-29
	RELATED AREA	16
	LIBERAL ARTS	18
	Total Credits:	61-63

Fall 2017 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 Electives: 2 credits**

CHOICE of 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)

*****CT Elective. 2 credits:** CHOICE of CT 412, CT 441, or CT 431

*****Major Area Electives: 4-6 credits.** CHOICE two (2) courses from AD 491, AD 402, AD 403, AD 404, or any course approved as a Major Area Elective.