

Advertising & Digital Design BFA Degree Program

School of Art and Design

Applications accepted for fall only. NYSED: 00594 HEGIS 1009

The Advertising and Digital Design BFA program prepares students to work as creatives at advertising and digital design agencies. The curriculum includes art direction, copywriting, strategy planning, creative content for social media, brand identity and digital design courses that include UX/UI and product design. Curriculum below is for the entering class of Fall 2019.

Semester 5		Credits
MAJOR AREA	AD 381 - Creative Principles	3
	AD 383 - Strategy Planning and Brand Campaigns	2
RELATED AREA	CT 300 - Typography for Digital Content Design	2
	CT 321 - Print and Digital Production	2
	CT 371 - Introduction to Kinetic Typography	3
LIBERAL ARTS	choice - see History of Art* (G9)	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 Web-based User Interface	3
	CT 372 - Typography for Digital Product Design	2
LIBERAL ARTS	choice - see English*	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 2019 Requirements: see below

*** Liberal Arts: 18 credits**

- **English: 3 credits.** CHOICE of 200- or 300-level EN writing course in semester 6
- **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: **AB** (Arabic), **CH** (Chinese), **EN** (English), **FI** (Film & Media) - any FI course other than FI 205, 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), **MC** (Modern Languages & Cultures), **PE** (Physical Education & Dance) 215, 216, 217, **PL** (Philosophy), **PO** (Portuguese), **SC** (Science), **SP** (Spanish), and **SS** (Social Science). See Liberal Arts Courses

*****Related Area Electives: 2 credits**

CHOICE of any eligible course (for which prerequisites have been met) in Computer Graphics (CG), Creative Technology (CT), Entrepreneurship (EP), Fashion Design (FD), Fashion Business Management (FM), FI 261, 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 411 CT 412, 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.