

# Advertising & Digital Design BFA Degree Program

## School of Art and Design

Applications accepted for fall only. NYSED: 00594 CIP: 50.0402

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 includes UX/UI and product design. Curriculum below is for the entering class of fall 2021.

Semester 5		Credits	MAJOR choice - see Requirements*: AD/CT	4-5
MAJOR AREA	AD 381 - Creative Principles	3	AREA OR Elective(s)	
	AD 383 - Strategy Planning and Brand Campaigns	2	RELATED AREA ELECTIVES	
RELATED AREA	CT 300 - Typography for Digital Content Design	2	<b>TOTAL CREDIT REQUIREMENTS</b>	
	CT 302 - Digital Product Design I	2	MAJOR AREA OR RELATED AREA ELECTIVES	6-7
	CT 303 - Dynamic Branding	2	MAJOR AREA	23
LIBERAL ARTS	choice - see Requirements*: Liberal Arts/History of Art G9	3	RELATED AREA	14
	choice - see Requirements*: Liberal Arts/Social Sciences	3	LIBERAL ARTS	18
<b>Semester 6</b>			Total Credits:	61-62
MAJOR AREA	AD 315 - Art Direction and Design	3		
	AD 382 - Art and Copy	2		
RELATED AREA	CT 304 - Design Systems for UX and UI	3		
	CT 372 - Typography for Digital Product Design	2		
LIBERAL ARTS	choice - see Requirements*: Liberal Arts/English	3		
	choice - see Requirements*: Liberal Arts Elective(s)	3		
<b>Semester 7</b>				
MAJOR AREA	AD 466 - Senior Portfolio	2		
	AD 482 - TV and Web Video	3		
	AD 494 - Senior Thesis Project Planning	2		
RELATED AREA	CT 401 - User Experience (UX) and Interaction Design (IxD)	3		
LIBERAL ARTS	choice - see Requirements*: Liberal Arts/History of Art	3		
MAJOR AREA OR RELATED AREA ELECTIVES	choice - see Requirements*: AD/CT Elective(s)	2		
<b>Semester 8</b>				
MAJOR AREA	AD 483 - Creative Case Studies	3		
	AD 498 - Senior Project	3		
LIBERAL ARTS	choice - see Requirements*: Liberal Arts Elective(s)	3		

**\*Fall 2021 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 the 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 Elective(s): 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 and Media

Studies); FR (French); HA (History of Art); **HE** (Health Education) 201, 301;

IT (Italian); JA (Japanese); HI (History); MA (Math); MC (Modern Languages and

Cultures); MU (Music); **PE** (Physical Education and Dance) 215, 216,

217; PL (Philosophy); PO (Portuguese);

SC (Science); SP (Spanish); and SS (Social Sciences). Click on a prefix for a listing of courses available in the subject area.

**AD/CT Elective(s): 6–7 credits.** CHOICE

three (3) courses: AD 402 Idea Writing, AD 403 Brand Identity in Advertising Design, AD 404 Creative Content for Social Media, AD 491 Internship, CT 400 Digital Product Design II, CT 412 Content-centric App Design, CT 441 Creative Technology Lab

Students who complete the Advertising and Digital Design BFA program will be able to:

1. Implement planning and research as the groundwork for the creative process.
2. Develop art, copy, and technology solutions to solve social and client problems.
3. Create executions, with an emphasis on contemporary design, that produce brand differentiation.

4. Implement creative tools and innovative methodologies that design imaginative work in an on-demand industry.
5. Identify the media channels for an effective integrated campaign.
6. Assemble an advertising portfolio for both traditional and digital platforms.