AD: Advertising Design

AD 000 — ADVERTISING DESIGN
3-60 credit; 3 lab hours

AD 203 — Advertising Design and Layout
2 credits; 1 lecture and 2 lab hours
For Photography students. Application of design principles to photographic layout problems, in black and white and color, utilizing the student's own photographs.

AD 216 — Foundation in Advertising & Digital Design
2 credits; 1 lecture and 2 lab hours
This course introduces students to the field of advertising and digital design. Students are presented with brand communication challenges and develop multi-channel campaigns that get audiences to engage and participate.
Co-requisite(s): (for one-year Communication Design Foundation students) PK 216.

AD 217 — Advertising and Digital Design: Principles, Processes, and Practices
2 credits; 1 lecture and 2 lab hours
This course introduces students to the disciplines, work environment, and creative workflow of advertising and digital design. Students are presented with brand communication challenges and learn to work in the new creative team of art directors, writers, and experience designers to apply both narrative and systematic creative thinking to deliver creative solutions for brand messaging as well as digital products such as mobile apps.
Corequisite(s): PK 216.

AD 315 — Art Direction and Design
3 credits; 6 lab hours
An exploration of the relationship between art direction and design. The synthesis between concept and message communication, integral for an advertising and branding campaign, is examined.
Prerequisite(s): CT 300.

AD 364 — Digital Media Advertising
2 credits; 1 lecture and 2 lab hours
This course focuses on the new creative partnership in the field of advertising -- the interdisciplinary creative team. Students participate in a client pitch competition for a brand that is aimed toward an audience that was raised in a digital world and reached through the internet, and that utilizes various social media and other entertainment and communications options.

Prerequisite(s): AD 216 or AD 217 or CT 200.

AD 381 — Creative Principles
3 credits; 6 lab hours
Introduces students to the principles of creative advertising with an emphasis on conceptual thinking. Explores the legacy of advertising from the creative revolution of the 1960's to today's digital revolution, which heralds the empowerment of the creative technologist and a new advertising partnership that calls for a "bigger idea".
Corequisite(s): AD 383.

AD 382 — Art and Copy
2 credits; 1 lecture and 2 lab hours
Students create outstanding and provocative advertising and refine their strategic thinking, art direction, copywriting, and execution abilities. With an emphasis on visual and verbal ideas, students work as a creative team to fully integrate art and copy.
Prerequisite(s): AD 381.

AD 383 — Strategy Planning and Brand Campaigns
2 credits; 1 lecture and 2 lab hours
Students develop a strategy plan using research on target audience, customer satisfaction, competition, brand, marketplace, and the perception of prospects. Working from their creative brief, they develop an integrated brand campaign.
Corequisite(s): AD 381.

AD 402 — Idea Writing

2 credits; 1 lecture and 2 lab hours

Focuses on the developing verbal ideas and mastering the art of storytelling. Students craft compelling narratives and brand voices, using a range of media. Writing and execution abilities for both long and short copy are explore and refined.
Prerequisite(s): AD 216.

AD 403 — Brand Identity in Advertising Design

2 credits; 1 lecture and 2 lab hours

Created specifically to guide aspiring advertising designers through the sophisticated process of creating and establishing a brand identity. Emphasis will be placed on the steps required for brand consistency such as identifying a brand's purpose and personality; designing a logo; creating the visual elements that support the new brand; and developing and designing a tone of voice for all communication channels, including, but not limited to, print, digital/motion, radio, TV, and social media.
Prerequisite(s): AD 216.

AD 404 — Creative Content for Social Media

2 credits; 1 lecture and 2 lab hours

Provides insights into how new technologies inform and shape the creative process and the creative product. With the advent of social media, advertising has gone from a disruptive to an engagement model. Platforms are appraised from the creative perspective. Creative content that inspires sharing forms the basis of all ideation.
Prerequisite(s): AD 216.

AD 415 — Advertising Art Direction and Design II

1.5 credits; 3 lab hours

Students further develop their art direction skills by deepening their understanding of creative advertising principles and strategies to communicate a brand message with a sound idea. They execute that idea with a more disciplined understanding of how each design decision makes that message more vivid.
Prerequisite(s): AD 315.

AD 466 — Senior Portfolio

2 credits; 1 lecture and 2 lab hours

Students prepare cohesive portfolios for their advertising internships. Preparation for interviews, including how to present yourself comfortably and confidently, how to stand out, and what to leave behind, along with networking and establishing contacts in the industry, are covered.
Prerequisite(s): AD 315.

AD 467 — Advertising Professional Preparation

2 credits; 1 lecture and 2 lab hours

Coaches Advertising Design students for entry into the Advertising profession. Students prepare for interviews by developing resumes, cover letters, personal presentations and portfolios. Further development of advertising agency employment skills such as preparation of agreement letters, invoices, estimates and other business forms required for working on staff or as a freelancer will be covered.
Prerequisite(s): AD 466
Corequisite(s): AD 491.

AD 468 — Creative Advertising Portfolio

3 credits; 6 lab hours

Students prepare cohesive art director, copywriter, strategy planner or brand designer portfolios to be hired at advertising and digital agencies upon graduation. Preparation for interviews, including how to present yourself comfortably and confidently, how to stand out, along with networking and establishing contacts in the industry will be covered in this course.
Prerequisite(s): AD 315 and AD 382.

AD 481 — Art Direction

1.5 credits; 3 lab hours

Development from concept to design of highly finished comprehensives. The role of the art director is considered, including time management, production procedures, and working with photographers, illustrators, and other industry suppliers.
Prerequisite(s): AD 383 and CD 372.

AD 482 — TV and Online Video

3 credits; 6 lab hours

Simulating the actual stages in developing advertising for TV and the web, students participate in the process of concept development, storyboard creation, completion of pre-production books, production, and post-production with professional editing software.
Prerequisite(s): AD 382.

AD 483 — Creative Case Studies

3 credits; 6 lab hours

The course introduces the process of creating case studies to communicate creative concepts for both advertising campaigns and digital product design. Students learn to articulate the brand problem or a user problem, develop an insight, explore narrative or systematic creative solutions, execute the idea in the form of a client creative presentation that is persuasive, professional, and impactful.
Prerequisite(s): AD 482.

AD 491 — Internship

3 credits; 3 lecture hours

Intern in the ad industry: 10 weeks, 12 hours per week on-site (120 hours); and 5 weeks: 3 hours per week in the classroom, (15 hours). Includes ongoing, individual student and instructor interviews and assessments that occur before, during, and after the on-site experience.
Prerequisite(s): AD 466.

AD 494 — Senior Thesis & Project Planning

2 credits; 1 lecture and 2 lab hours

A hands-on survey of research methodology and thesis-writing facilitate the student's finalization of a creative, information-based, persuasive, ten-to fifteen-page thesis paper. Planning, researching, drafting, editing, and constructed of a carefully written paper will take place in stages over the span of the semester. Paper will focus on an individually selected design, cultural, or socially relevant theme closely linked to each student's personal and professional interests. In addition to the thesis, students plan their senior project.
Prerequisite(s): AD 383.

AD 497 — Student Competition

3 credits; 6 lab hours

Students work on assignments for international advertising competitions. Provides students with exposure to the top national and international advertising agencies.
Prerequisite(s): AD 482
Corequisite(s): AD 498.

AD 498 — Purpose-Driven Project

3 credits; 6 lab hours

Students develop creative ideas for a purposeful project that has the potential to make a real and positive difference in the world. Ideas that can result in tangible, behavioral, or social change. Ideas to bring about positive changes in the areas that students really care about.
Prerequisite(s): AD 494.

AD 499 — Independent Study Advertising Design

1-3 credit