Advertising and Digital Design BFA Degree Program

http://fitnyc.edu/addesign

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 2024.

Semester 5		Credits
MAJOR AREA	AD 381 - Creative Principles	3
	AD 383 - Strategy Planning and Brand Campaigns	2
RELATED AREA	CT 300 - Kinetic Typography	2
	CT 302 - Digital Product Design I	2
	CT 303 - Dynamic Branding	2
LIBERAL ARTS	choice - see Requirements*: Liberal Arts/History of Art G9	3
	choice - see Requirements*: Liberal Arts/Social Sciences	3
Semester 6		
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 - Advanced Kinetic Typeface Design	2
LIBERAL ARTS	choice - see Requirements*: Liberal Arts/English	3
	choice - see Requirements*: Liberal Arts Elective(s)	3
Semester 7		
MAJOR AREA	AD 482 - TV and Online 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	AD 468 - Creative Advertising Portfolio or CT 460 - Brand Experience Design Portfolio	3
	choice - see Requirements*: AD/CT Electives	2
Semester 8		
MAJOR AREA	AD 483 - Creative Case Studies	3
	AD 498 - Purpose-Driven Project	3
LIBERAL ARTS	choice - see Requirements*: Liberal Arts Elective(s)	3

MAJOR AREA OR RELATED AREA ELECTIVES	choice - see Requirements*: AD/CT Electives	4
TOTAL CREDIT REQUIREMENTS		
	MAJOR AREA OR RELATED AREA ELECTIVES	9
	MAJOR AREA	21
	RELATED AREA	14
	LIBERAL ARTS	18
	Total Credits:	**62**

*Fall 2024 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 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) HE 201, HE 301; IT (Italian); JA (Japanese); HI (History); MA (Math); MC (Modern Languages and Cultures); MU (Music); PE (Physical Education and Dance) PE 215, PE 216, PE 217; PL (Philosophy); PO (Portuguese); SC (Science); SP (Spanish); and SS (Social Sciences). See Liberal Arts Courses.

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 Advertising & Digital Design Internship, CT 342 3D Brand Identity Design, CT 350 Sonic Branding, CT 400Digital Product Design II, CT 411 Design and Interaction, CT 412 Content-centric App Design, CT 441 Creative Technology Lab.

OVERALL BACHLEOR'S DEGREE REQUIREMENTS

FIT's 2+2 degree structure requires an earned AAS or equivalent plus all the BS or BFA degree requirements.

This structure includes the following overall bachelor's degree graduation requirements:

- 120–126 total earned credits
- 30 credits in General Education credits approved by the State University of New York (SUNY)

BFA degrees NASAD and New York State guidelines:

- 12 credits art/design history
- 30 credits in Liberal Arts/General Studies
- 78–84 credits in major and related area, including a minimum of 24 credits in 300- to 400-level major and related area coursework

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.