

# ADVERTISING DESIGN

BACHELOR OF FINE ARTS PROGRAM



Imagine living in a universe where every product came in a plain white wrapper. With a generic name. Shoes. Soda. Shampoo. How would you know which one to buy? Advertising gives products an identity – a brand image. It's a business of ideas. It's creative, fast-paced, and fun. Is it you?

## You Imagine. We can get you there.™

These are some of the career opportunities in Advertising Design. With the right education and your own initiative, one of them could be in your future:

- > Advertising Designer
- > Advertising / Media Buyer
- > Associate Account Manager
- > Copywriter
- > Corporate Communications Coordinator
- > Junior Art Director
- > Junior Publicist
- > Junior/Assistant Creative Director
- > Media Relations
- > Marketing Coordinator
- > Public Relations Coordinator



The Advertising Design program is designed to prepare students in the design, creation and implementation of advertising campaigns as well as marketing design. The program examines the graphic, typographic, photographic and audio/video elements of advertising with supportive advertising copy. The development of marketing and advertising campaigns will be covered and the roles of e-commerce, branding, project management, media planning, and consumer behavior will be studied.

## CONCENTRATION COURSES

Course#	Course Title	Credits
ADVT110	ADVERTISING CONCEPTS	4
ADVT120	ELEMENTS OF VISUAL ADVERTISING	4
ADVT250	PRINCIPLES OF MARKETING	4
ADVT260	COPYWRITING	4
ADVT275	PHOTOGRAPHY FOR ADVERTISING	4
ADVT340	CONSUMER BEHAVIOR	4
ADVT350	AUDIO / VIDEO FOR ADVERTISING	4
ADVT360	DIRECT MARKETING	4
ADVT370	PUBLIC RELATIONS	4
ADVT380	ART DIRECTION PROJECT	4
ADVT400	SPECIAL TOPICS IN ADVERTISING DESIGN	4
ADVT410	SENIOR ADVERTISING DESIGN PROJECT	4
ADVT420	CAMPAIGN ADVERTISING	4
ADVT430	E-COMMERCE	4
ADVT450	MEDIA PLANNING	4
ADVT485	ADVERTISING DESIGN CAPSTONE	4
ADVT490	SENIOR ADVERTISING DESIGN PORTFOLIO	4
ADVT499	MARKETING BUSINESS	4
BUSN101	INTRODUCTION TO BUSINESS	4
BUSN450	PROJECT MANAGEMENT	4
DESIGN101	DESIGN FUNDAMENTALS	4
DESIGN130	INTRODUCTION TO DRAWING	4
DESIGN140	DIGITAL ILLUSTRATION	4
DESIGN150	TYPOGRAPHY	4
DESIGN160	DIGITAL IMAGING	4
DESIGN215	STORYBOARDING	4
DESIGN275	CREATIVITY IN DESIGN	4
GRAPH160	GRAPHIC DESIGN I	4
GRAPH250	DIGITAL LAYOUT	4
GRAPH360	BRANDING AND CORPORATE IDENTITY	4
<b>Total Concentration Requirements</b>		<b>120</b>

## COLLEGE CORE COURSES

Course#	Course Title	Credits
COLL101	COLLEGE SUCCESS	4
<b>Total College Core Credits</b>		<b>4</b>

## GENERAL EDUCATION COURSES

Course#	Course Title	Credits
COMM101	INTERPERSONAL COMMUNICATIONS	4
ECON315	GLOBAL ECONOMICS	4
ENGL101	ENGLISH COMPOSITION I	4
ENGL102	ENGLISH COMPOSITION II	4
HUMN101	INFORMATION LITERACY	4
HUMN301	HISTORY OF ART I	4
HUMN302	HISTORY OF ART II	4
HUMN401	LITERATURE AND FILM	4
MATH130	COLLEGE ALGEBRA	4
PHIL405	ETHICS	4
SCIE201	ENVIRONMENTAL SCIENCE	4
SCIE310	PHYSICAL ANTHROPOLOGY	4
SOC201	CULTURAL DIVERSITY	4
SOC401	POLITICAL SCIENCE	4
<b>Total General Education Requirements</b>		<b>56</b>
<b>Total Credits Required for Graduation</b>		<b>180</b>

Upon satisfactory completion of the specified 180 quarter credit hours, a student with a CGPA of 2.0 (4.0 scale) or higher will be awarded the Bachelor of Fine Arts degree in Advertising Design.

# WHY THE ACADEMY ONLINE?

You can feel like you belong here.

You can learn and grow in a collaborative community of students who share your passion.

## Engaged learning

We know from years of experience that when you're fully engaged in learning, you can learn better. And that's how we do it here – from hands-on instruction, to focused interaction with instructors, to live lectures and chats.

## Focused attention

We know our students by name. And we're proud of that. We believe wholeheartedly in giving students the guidance and attention they need.

## Instructors who get what you want to do

You can learn from instructors with real-world experience. They know what it takes to make it out there.

## Real-world tools

You can learn using the same type of industry-current software professionals use.

## A plan to help you finance your education

All our students can get tuition planning assistance and information on available scholarships. Financial aid is available for those who qualify.

## Career-services assistance

The Academy has a nationwide network of individuals and businesses to help you with career opportunities and the job search process.

## Flexibility and portability

Your life doesn't stop just because you're in school. We get that. MobiClass™ allows you to attend class from most mobile devices – wherever you are, whenever it fits your schedule.