

PBCOM / ADVERTISING ART DIRECTION

FOUNDATIONS

Complete the following 6 courses. See note regarding Photography requirement.

22-1101	History of Art I: Stone Age to Gothic	3		
22-1102	History of Art II: Renaissance to Modern*	3		
22-1210	Drawing I	3		
22-1220	Fundamentals of 2-D Design	3		
22-1230	Fundamentals of 3-D Design	3		
23-1250	Digital Photography for Non-Majors	3	Students may take Digital Photography for Non-Majors OR Foundations of Photography I PLUS Darkroom Workshop I	
			OR	
23-1100	Foundations of Photography I***	3	+ 23-1101	Darkroom Workshop I*** 3
		TOTAL 18		

***If 23-1100 is selected, 23-1101 MUST also be taken. The extra 3 credits will apply toward major elective requirement.

ADVERTISING ART DIRECTION CORE

Complete the 16 courses below.

22-1275	Digital Video Editing Workshop	1	OR	22-3390	Special Issues in Design*	1
				22-3490	Special Issues in Illustration*	1
				22-3590	Special Issues in Advertising	1
				OR Any Art + Design Special Issues course with permission of faculty advisor		
22-1310	Beginning Typography*	3				
22-1320	Design Lab	3				
22-2170	History of Communication Design*	3				
22-2330	Introduction to Graphic Design*	3				
22-2420	Applied Drawing*	3				
22-2510	Advertising Art Direction: Introduction*	3				
22-3340	Intermediate Typography*	3				
22-3540	Creative Strategies in Advertising Design I*	3				
22-3542	Creative Strategies in Advertising Design II*	3				
22-2520	Advertising Design*	3				
22-3500	Art Director/Commercial Photographer*	4	OR	22-3525	Art Director/Copywriter Team*	4
22-3535	Storyboard Development*	3				
22-3550	Advertising Communication*	3				
22-3584	Management for Designers	3				
22-3385	Professional Portfolio Development*	3				
		TOTAL 47				

ART ELECTIVE

Complete 2 courses.

22-3370	Advanced Typography*	3
22-3378	Design Lab II*	3
22-3447	Broadcast Design: Introduction	3
22-3500	Art Director/Commercial Photographer	4
22-3525	Art Director/Copywriter Team*	4
22-3530	Photo Communications*	3
22-3901	Extend/Accessorize the Body: Intrdisc Strat	3
22-3988	Internship: Art and Design*	3
36-2601	Authoring Interactive Media*	3
		TOTAL 6/7

*Course has prerequisites.

Courses may not double count within the major.

This guide applies to students entering Fall 2009. Students who enrolled prior to Fall 2009 may elect to follow this plan.

Students are expected to meet with their Departmental Faculty Advisor.

GRAND TOTAL **71/72**