

ADVERTISING DESIGN CURRICULUM

| FIRST YEAR FALL | FIRST YEAR SPRING | SECOND YEAR FALL | SECOND YEAR SPRING |
|-------------------------------|----------------------|-----------------------------|-------------------------------|
| Form & Communication | Image & Color | Intro to Advertising Design | Advertising Copywriting |
| Graphic Design Practices | 3D Design | Psychology of Marketing | Design with Type II |
| Drawing | Sequential Design | Graphic Design Studio | New Media Design |
| Writing | Art & Ideas II | Design with Type I | Principles of Marketing |
| Art & Ideas I | Intro to Psychology | Storytelling | Open Elective |
| | Intro to Web | | |
| THIRD YEAR FALL | THIRD YEAR SPRING | FOURTH YEAR FALL | FOURTH YEAR SPRING |
| Profiles & Perspectives | Advertising Studio I | Advertising Studio II | Advertising Portfolio |
| Copywriting Studio | Agency Practices | Advanced Copywriting | Global Branding Solutions |
| Advanced Art History Elective | Liberal Arts | Liberal Arts | Advanced Art History Elective |
| Liberal Arts | Liberal Arts | Liberal Arts | Liberal Arts |
| Open Elective | Open Elective | Open Elective | Open Elective or Internship |
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The well-established field of advertising is a \$400-billion-dollar, world-wide industry.

Successful advertising is a fusion of great design, business expertise, and consumer psychology. While the goal of the advertiser remains the same, the technologies, channels of delivery, and global marketplace promise new challenges and opportunities. You'll learn not only the formal and technical aspects of design, but also how to plan a campaign, evaluate an audience, develop a brand, and write compelling copy. In senior studio courses, you'll develop a portfolio that showcases your skills in research, idea generation, systems design, promotional packaging, and interactive design.