

ADVERTISING DESIGN PROGRAM • B.F.A. 126 CREDITS

NAME _____ SUID _____

first year : 33

| fall | | | spring | | |
|-------------|------------------------|---|---------------------------------|---|-----------|
| WRT 105 | writing studio I | 3 | art history, philosophy, theory | 3 | |
| FND 111 | time arts | 3 | academic or studio elective | 3 | |
| FND 113 | foundation drawing | 3 | academic or studio elective | 3 | |
| FND 115 | 2-D creative processes | 3 | academic or studio elective | 3 | |
| FND 117 | dimensional arts | 3 | academic or studio elective | 3 | |
| ART 111/113 | art or design history | 3 | | | |
| | | | 18 | | 15 |

sophomore year: 36

| fall | | | spring | | |
|-------------|------------------------|---|---------------|---------------------------|-----------|
| ADD 241 | advertising principles | 3 | ADD 242 | ad strategy | 3 |
| ADD 281 | design methods | 3 | ADD 282 | design skills & processes | 3 |
| WRT 205 | writing studio II | 3 | | studio elective | 3 |
| ART 080 | symposium | 0 | | communications elective | 3 |
| | academic elective | 3 | | art history | 3 |
| | studio elective | 3 | | academic elective | 3 |
| | studio elective | 3 | | | |
| | | | 18 | | 18 |

junior year: 30

| fall | | | spring | | |
|-------------|-----------------------|---|---------------|-----------------------|-----------|
| ADD 341 | advertising campaigns | 3 | ADD 342 | advertising campaigns | 3 |
| ART 080 | symposium | 0 | ADD 345 | digital design | 3 |
| | studio elective | 3 | | studio elective | 3 |
| | studio elective | 3 | | studio elective | 3 |
| | studio elective | 3 | | art history | 3 |
| | art history | 3 | | academic elective | 3 |
| | | | 15 | | 15 |

senior year: 27

| fall | | | spring | | |
|-------------|---------------------|---|---------------|---------------------------|------------|
| ADD 441 | campaign refinement | 3 | ADD 440 | research problems* | 3 |
| ADD 443 | television concepts | 3 | ADD 442 | final portfolio | 3 |
| ART 080 | symposium | 0 | ADD 444 | tv commercial production* | 3 |
| | academic elective | 3 | | studio elective | 3 |
| | academic elective | 3 | | studio elective | 3 |
| | studio elective | 3 | | | |
| | | | 15 | | 12* |

* Take either ADD 440 or ADD 444. If you take both, one counts as a studio elective