Advertising/Graphic Design

Bachelor of Arts

CONCORD U

Semester 1

Course	Credits	Grade	✔
ENGL 101: Composition & Rhetoric I	3	C*	🏴
ART 101: Introduction to Visual Arts	3	C*	🏴
ART 103: Drawing I	3	C*	🏴
ART 105: Design I	3	C*	🏴
ART 106: Basic Computer Graphics	3	C*	🏴
UNIV 100: CU Foundations	1		
	16		

Semester 2

Course	Credits	Grade	✔
ENGL 102: Composition & Rhetoric II	3	C*	🏴
*ART 104: Drawing II	3	C*	
ART 202: Design II	3	C*	
ART 223: Typography	3	C*	
ART 229: Basic Illustration Techniques	3	C*	
	15		

Semester 3

Course	Credits	Grade	✔
MATH 101: Quantitative Reasoning	3		
**ART 204: Painting I	3	C*	
ART 221: Art History I	3	C*	
ART 361: Web Design	3	C*	
General Education Course	3		
	15		

Semester 4 📍

Course	Credits	Grade	✔
ART 308: Printmaking I	3	C*	
ART 222: Basic Production Techniques	3	C*	
** ART 304: Water-Color Painting	3	C*	
General Education Course	3-4		
General Education Course	3		
	15-16		

The **Bachelor of Arts in Advertising/Graphic Design** degree helps students develop creative and artistic skills while learning the latest in computer graphics and digital technology. The program also exposes students to the world of advertising, and provides foundational knowledge to pursue graduate studies.

MILESTONE COURSES
Courses marked as Milestone Courses are crucial for staying on track to complete your degree in four years. Take them in the recommended semester to stay on track! If you see a recommended minimum grade, this is the grade you need to earn to have the best chance for success in this degree! Grades marked with an asterisk are required to pass.

LANDMARKS
Points where you see a landmark icon on the four-year plan indicate you have reached a point of action outside regular coursework! See the Helpful Hints for information on each landmark.

Helpful Hints

- Use this plan in consultation with your Academic Advisor.

- This four-year plan assumes you begin your degree in the Fall semester. Courses in **bold** are only offered during the semester shown.

- Students must take *either* ART 204 or ART 304. The appropriate semester for each is shown here. You may substitute a Gen Ed course or an Elective for the course you *do not* choose to take, or you may take both and count the second as an elective.

- Semester 4 Landmark—All Advertising/Graphic Design students are required to complete a Sophomore Review to display acquired proficiencies. Discuss details with your advisor.

15toFinish

Semester 5

Course	Credits	Grade	✔
ART 205: Ceramics I	3	C*	
ART 328: Graphic Techniques	3	C*	🏴
ART 359: Studies in Computer Graphics	3	C*	🏴
General Education Course	3		
General Education Course	3		
	15		

Semester 6

Course	Credits	Grade	✔
ART 307: Sculpture I	3	C*	
ART 331: Art History II	3	C*	
MKT 305: Principles of Marketing	3	C*	
General Education Course	3		
General Education Course	3		
	15		

Summer Session 📍

Course	Credits	Grade	✔
ART 450: Advertising/Graphic Design Internship	3-6	C*	🏴
	3-6		

Semester 7

Course	Credits	Grade	✔
ART 216: Photography	3	C*	
ART 329: Advanced Illustration	3	C*	
General Education (1-2, depending on prior choices)	3-6		
Elective (1-2, depending on prior choices)	3-6		
	12-18		

Semester 8 📍

Course	Credits	Grade	✔
ART 402: Advanced Advertising Design	3	C*	
ART 430: Senior Seminar	1	P	🏴
MKT 316: Advertising & Sales Promotion	3		
Elective (2 courses)	6		
	13		

You're FINISHED!!

ADVISING

When you choose to pursue this degree, you will be assigned an advisor who is an expert in the field of Advertising & Graphic Design. This advisor can help you with course selection, career planning, resume building, and help you with tracking your path to degree completion.

CAREERS

This degree prepares you for careers in: Web Design, Print Publishing, Graphic Art, Illustration, Package Design, Advertising Design, Printing Technology, Digital Photography, and creative/art direction for advertising.

COMPLEMENTARY MINORS

Business Administration
Computer Science
Entrepreneurship

Helpful Hints

- A Portfolio and Resume are generated in ART 359. Also, mock interviews are conducted to prepare students for internships and job interviews.

- Students can take either MKT 316: Advertising & Sales Promotion.

- Summer Landmark—During Summer I or Summer II prior to senior year, students will complete an internship. In recent years, internships have been completed in: CA, NC, NY, MA, OH, TN, WA, WV and VA. Talk with your advisor about finding internships!

- Semester 8 Landmark—During the senior year, students are required to present a display of their most recent work to a jury of the full-time Art faculty. ART 430 is designed to prepare students for the requirements of a professional exhibition.