

# Advertising/Graphic Design

## Bachelor of Arts



### Semester 1

Course	Credits	Grade		<input type="checkbox"/>
ENGL 101: Composition & Rhetoric I	3	C*		<input type="checkbox"/>
ART 101: Introduction to Visual Arts	3	C*		<input type="checkbox"/>
<b>ART 103: Drawing I</b>	3	C*		<input type="checkbox"/>
<b>ART 105: Design I</b>	3	C*		<input type="checkbox"/>
ART 106: Basic Computer Graphics	3	C*		<input type="checkbox"/>
UNIV 100: CU Foundations	1			<input type="checkbox"/>
	<b>16</b>			

### Semester 2

Course	Credits	Grade		<input type="checkbox"/>
ENGL 102: Composition & Rhetoric II	3	C*		<input type="checkbox"/>
<b>*ART 104: Drawing II</b>	3	C*		<input type="checkbox"/>
<b>ART 202: Design II</b>	3	C*		<input type="checkbox"/>
<b>ART 223: Typography</b>	3	C*		<input type="checkbox"/>
<b>ART 229: Basic Illustration Techniques</b>	3	C*		<input type="checkbox"/>
	<b>15</b>			

### Semester 3

Course	Credits	Grade	<input type="checkbox"/>
MATH 101: Quantitative Reasoning	3		<input type="checkbox"/>
<b>**ART 204: Painting I</b>	3	C*	<input type="checkbox"/>
<b>ART 221: Art History I</b>	3	C*	<input type="checkbox"/>
<b>ART 361: Web Design</b>	3	C*	<input type="checkbox"/>
General Education Course	3		<input type="checkbox"/>
	<b>15</b>		

### Semester 4

Course	Credits	Grade	<input type="checkbox"/>
ART 216: Photography	3	C*	<input type="checkbox"/>
<b>ART 222: Basic Production Techniques</b>	3	C*	<input type="checkbox"/>
<b>** ART 304: Water-Color Painting</b>	3	C*	<input type="checkbox"/>
General Education Course	3-4		<input type="checkbox"/>
General Education Course	3		<input type="checkbox"/>
	<b>15-16</b>		



### 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.

## Semester 5

Course	Credits	Grade	✓
ART 205: Ceramics I	3	C*	<input type="checkbox"/>
<b>ART 328: Graphic Techniques</b>	3	C*	<input type="checkbox"/>
<b>ART 359: Studies in Computer Graphics</b>	3	C*	<input type="checkbox"/>
General Education Course	3		<input type="checkbox"/>
General Education Course	3		<input type="checkbox"/>

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## Semester 6

Course	Credits	Grade	✓
<b>ART 307: Sculpture I</b>	3	C*	<input type="checkbox"/>
<b>ART 331: Art History II</b>	3	C*	<input type="checkbox"/>
MKT 305: Principles of Marketing	3	C*	<input type="checkbox"/>
General Education Course	3		<input type="checkbox"/>
General Education Course	3		<input type="checkbox"/>

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## Summer Session

Course	Credits	Grade	✓
ART 450: Advertising/Graphic Design Internship	3-6	C*	<input type="checkbox"/>

3-6

## Semester 7

Course	Credits	Grade	✓
ART 308: Printmaking I	3	C*	<input type="checkbox"/>
<b>ART 329: Advanced Illustration</b>	3	C*	<input type="checkbox"/>
General Education (1-2, depending on prior choices)	3-6		<input type="checkbox"/>
Elective (1-2, depending on prior choices)	3-6		<input type="checkbox"/>

12-18

## Semester 8

Course	Credits	Grade	✓
<b>ART 402: Advanced Advertising Design</b>	3	C*	<input type="checkbox"/>
ART 430: Senior Seminar	1	P	<input type="checkbox"/>
MKT 316: Advertising & Sales Promotion	3		<input type="checkbox"/>
Elective (2 courses)	6		<input type="checkbox"/>

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### 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.