

## Advertising Design Minor

The Advertising Design minor provides students with the opportunity to explore the world of advertising, focusing on how ideas, people, places, and products are branded, packaged, marketed and sold to specific demographics. Students critically engage the intersections between graphic design and advertising, within a larger historical and cultural continuum, while investigating campaign development, art direction, the role of ad agencies, as well as ideation, interaction, and social responsibility.

### Learning Outcomes

- Recognize, assess and learn historical and current methods in advertising.
- Define, iterate, and evaluate solutions for problems, using forward-thinking and reflective multidisciplinary approaches.
- Demonstrate the ability in research, story-telling, ideation, strategy and form-making across multiple platforms.
- Acquire a broad understanding of audience and social context to produce content and messaging for the intended users.
- Acquire and model communication skills, including listening, writing, presenting and critiquing.
- Demonstrate best professional practices, such as editing and presentation of work, time management, project planning, budgeting, and collaboration.

### Participating Departments

The Advertising Design minor is open to all majors.

Advertising Design minors may participate in the Communication Arts Department's senior show on a case-by-case basis with approval from the Department Chair.

### Advertising Design Minor Required Courses

- ADVT240 Advertising Workshop – 2.0 credits
- ADVT353 Ideation Bootcamp – 2.0 credits
- COMD229 Typography II –or- Advertising Design Studio Elective\* - 3.0 credits
- ADVT351 Copywriting - 2.0 credits
- ADVT473 On Screen Production - 2.0 credits
- Advertising Design Studio Elective\*\* - 2.0 credits
- Advertising Design LAS Elective\*\*\* - 3 credits

Total: 16.0 credits

*\* Advertising Electives in place of COMD229 are for Communication Arts majors only.*

*\*\*A limited choice of LAS electives will count towards the Advertising Design minor, as determined each semester by the Interdisciplinary Studies Director, Com Arts Chair and LAS Chair.*

*\*\*\*A limited choice of Studio Electives will count towards the Advertising Design minor, as determined each semester by the Interdisciplinary Studies Director and Communication Arts, Creative Action, Digital Media, Fine Arts and Product Design Departments.*

See Liberal Arts and Sciences & Communication Arts Departments for course descriptions.