

## GRAPHIC DESIGN CURRICULUM: ADVERTISING TRACK

Revised: 6.17.2015

**Total Credits: 67 | Studio Credits: 43; Academic Credits: 24**

### SEMESTER I

**OFFERED: Fall & Spring Semesters**

**Credits: 18 | Studio Credits: 12; Academic Credits: 6**

Drawing I	3
2-D Design I: Black and White	3
3-D Design I	3
Foundation Seminar	3
Art History I*	3
Reading and Composition	3

*\*Offered every semester - course runs based on enrollment*

### SEMESTER II

**OFFERED: Spring & Summer Semesters**

**Credits: 15 | Studio Credits: 12; Academic Credits: 6**

Drawing II	3
2-D Design II: Color	3
4-D Design	3
Communication Design I	3
Writing for the Arts*	3

*\*Offered every semester - course runs based on enrollment*

### SEMESTER III

**OFFERED: Fall Semesters**

**Credits: 17 | Studio Credits: 11; Academic Credits: 6**

Advertising I	3
Typography I	3
Visual Communication I	2
Illustration I	3
Writing about Modern Literature*	3

*\*Offered every semester - course runs based on enrollment*

### SEMESTER IV

**OFFERED: Spring Semesters**

**Credits: 17 | Studio Credits: 11; Academic Credits: 6**

Advertising II	3
Typography II	3
Visual Communication II	2
Introduction to Photography, Digital	3
Academic Elective	3
Digital Dialogs	3