

Catalog Erratum

The following changes and additions to the
October 1, 2010 Catalog Addendum
are effective as of April 1, 2011

Game Art & Design – Bachelor of Fine Arts

Curriculum should include:

GD101 Digital Illustration (3.0 credits) and program elective (3.0 credits)

NEW PROGRAM

Advertising Design

Bachelor of Fine Arts

Effective April 1, 2011

The Bachelor of Fine Arts Program in Advertising Design provides students with skills in conceptual thinking, copywriting, design, marketing and public relations, advertising campaigns, the business side of advertising, account and strategic planning. The degree also provides a complement of liberal arts courses as well as educates the student in the application of advertising principles to evolving interactive media and the life skills needed to develop and sustain a career in advertising and related fields.

Mission Statement

The mission of the Advertising Design Program is to prepare students for careers in advertising, to teach business and creative advertising across all media platforms with content to enrich the understanding of advertising as an essential component of our economic and social system, and to provide a curriculum based on regular examination of the industry and the evolving media. A commitment to lifelong learning is instilled in students as a means to develop their careers from entry-level positions in the advertising field.

Career Opportunities

Entry-level positions are most likely to be in the account management or media buying and planning sections of a business and may include the use of internet and other interactive media. An advertising related intern-ship while in school increases the graduate's advantage when applying for a position. Most entry-level positions in an advertising agency require a bachelor's degree as a minimum. Graduates can find work in several types of companies: advertising agencies, both traditional and interactive, boutique service agencies, advertising departments in companies, and media sales companies and departments.

PROGRAM CURRICULUM

Advertising Design

Bachelor of Fine Arts

180 credits

Program Courses

ADV110	Creative and Strategic Planning (3.0)
ADV120	Organizational Behavior (3.0)
ADV130	Advertising Copywriting (3.0)
ADV210	Storyboarding and Scriptwriting (3.0)
ADV220	Consumer Behavior (3.0)
ADV230	Advertising Design (3.0)
ADV240	Principles of Marketing Research (3.0)
ADV250	Sales & Persuasive Techniques (3.0)
ADV310	Account Planning (3.0)
ADV320	Public Relations and Promotion (3.0)

ADV330	Brand Strategy (3.0)
ADV340	Media Planning and Buying (3.0)
ADV350	Advertising Sales and Ratings (3.0)
ADV410	Interactive Advertising (3.0)
ADV420	Introduction to Advertising Campaign (3.0)
ADV430	Advertising Media Production (3.0)
ADV440	Intermediate Advertising Campaign (3.0)
ADV450	Portfolio Preparation (3.0)
ADV460	Advanced Advertising Campaign (3.0)
ADV470	Portfolio (3.0)
GD101	Digital Illustration I (3.0)
GD111	Typography Traditional (3.0)
GD114	Concept Design (3.0)
GD204	Layout Design (3.0)
GD216	Digital Layout (3.0)
GD218	Print Production (3.0)
GD430	Art Direction (3.0)
IMD131	Introduction to Scripting Languages (3.0)
IMD231	Concepts in Motion Design (3.0)
IMD312	Interactive Motion Graphics (3.0)
IMD334	Writing for Interactive Design (3.0)
INT419	Internship (3.0)
GD212	Digital Photography for Designers (3.0)
	<i>Elective (3.0)</i>
	<i>Elective (3.0)</i>

Foundational Courses

ART106	Design Fundamentals (3.0)
ART108	Observational Drawing (3.0)
ART109	Image Manipulation (3.0)
ART114	Color Fundamentals (3.0)
CO101	College 101 (2.0)
RS001	Introduction to the Career Portfolio (0.0)
CD400	Career Development (3.0)
RS002	Completion of the Career Portfolio (0.0)
CS104	Computer Applications (1.0)
RS100	Fundamentals of Business (3.0)
RS345	Fundamentals of Advertising (3.0)
RS320	Fundamentals of Marketing (3.0)

General Education Courses

ARTS1303	Art History I (4.0)
ARTS1304	Art History II (4.0)
ENGL1301	English Composition (4.0)
MATH1314	College Algebra (4.0)
PSYC2301	General Psychology (4.0)
SOCI1306	Social Problems (4.0)
SPCH1315	Public Speaking (4.0)

English Humanities Elective (choose one, 4.0):

ENGL1302	Introduction to Literature
ENGL2307	Creative Writing
ENGL2311	Business Writing for Professionals
ENGL3511	Literature and Film Analysis

History Humanities Elective (choose one, 4.0):

HIST1301	US History I
HIST1302	US History II
HIST2321	World Civilizations I
HIST2322	World Civilizations II

Mathematics and Science Elective (choose two, 8.0):

BIOL1308	Biology
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ENVR1401 Environmental Science
MATH4332 Mathematics for Decision-Making
PHYS1301 Physics
Social Science Elective (choose one, 4.0):
PSYC2319 Social Psychology
PSYC3019 Human Sexuality

NEW COURSE DESCRIPTIONS:

ADV110 Creative and Strategic Planning (3.0)

Students will learn basic skills that will support their learning throughout the course and help them create a foundation for nurturing creativity in their work and lives. They will be given the tools to help them identify and solve problems, formulate objectives, and create a plan to reach their objectives.

ADV120 Organizational Behavior (3.0)

This course is an examination of human relations theory and individual, group, and organizational performance in relation to the organizational structures of contemporary businesses and public agencies.

ADV130 Advertising Copywriting (3.0)

Through materials presented in this course, students learn the techniques to develop effective advertising strategies that underlie and enable creative executions, and to cultivate clear, logical and creative copywriting skills.

ADV210 Storyboarding and Scriptwriting (3.0)

This course focuses on applying industry-standard storyboarding and scripting techniques to communicate effectively for various forms of media. Contents to be covered include the various purposes and formats of storyboards, the basic terminology and concepts used in storyboarding, and the application of storyboarding techniques to the creation of storyboards with or without a written script.

ADV220 Consumer Behavior (3.0)

This course examines the cultural, social, and individual variables involved in consumer behavior. It also reviews how they are incorporated into buyer decision processes and marketing practices

ADV230 Advertising Design (3.0)

This course will further define the role of graphic design in an advertising context. Students will be introduced to informational and administrative approaches to the development of advertising. Campaign strategies, based on media and marketing realities, will also be defined and applied.

ADV240 Principles of Marketing Research (3.0)

The use of the marketing research process as a tool for solving management problems is a focus of this course. The source of data, sampling procedures, questionnaire design, data collection, and analysis will be covered.

ADV250 Sales & Persuasive Techniques (3.0)

An understanding of the sales process and the steps to sell a product or service is essential to a student who works in any area of business. Selling is an essential skill for the sales function of a business, but is also part of the job for many other employees.

This course focuses on the essential skills and knowledge one needs to effect a sale, as well as the ways that the sales pitch can be focused to solve customer problems. This course also covers persuasive communication techniques in the area of advertising. Areas covered include the fields of logic and psychology. Among the topics to be covered are the framing effect, emotional hot buttons, mass appeal, snob appeal, subliminal messages, and the band wagon effect. Maslow's hierarchy of needs, emotional reactions and how to achieve them and the various types of media that could be used to achieve the appropriate desired response are also covered.

ADV310 Account Planning (3.0)

Account planning demands a mixture of account services and research. Stated simply, an account planner frequently takes responsibility for ensuring that the client's needs are met. This usually requires managing communication between departments in an advertising agency as well as being the point of contact between an agency and the client. Inside the agency, an account planner helps choose and integrate research and considers proposed advertising decisions from the perspective of consumer behavior. This course helps the student understand these functions and integrate them into a successful approach to advertising and advertising campaigns.

ADV320 Public Relations and Promotion (3.0)

This course examines the historical development of public relations, showing the principles, methods, and means of influencing public opinion.

ADV330 Brand Strategy (3.0)

Although good brands are easy to identify, they are hard to create. This course addresses the factors which make a brand successful, and then approaches the factors—like price pressure, fragmented markets and media and proliferating competition—that businesses must control to build a strong, successful brand.

ADV340 Media Planning and Buying (3.0)

Media as part of a delivery channel for a marketing message will be the focus of this course. Topics include media as critical to the fulfillment of the overall marketing strategy, cost effectiveness, and alternative and new media.

ADV350 Advertising Sales and Ratings (3.0)

This course focuses on a review of advertising fundamentals, their potential and limitations, advertising methods, objectives, copy, federal regulations, salesmanship, and the proper positioning of a client. Servicing accounts and interfacing with advertising agencies will also be covered.

ADV410 Interactive Advertising (3.0)

The astonishing growth of interactive commerce is one factor that has led to the demand for advertising and marketing on-line. In this course, students compare traditional and interactive outlets in order to develop a clear understanding of the differences and similarities between businesses in this new environment. Students learn to apply traditional principles where they are appropriate and to discover and apply a new fundamental understanding to developing and working within the various interactive environments. Marketing, advertising and sales on the Web, addressing the elements and requirements of information distribution will also be covered. This rapidly developing

area both expands the use of traditional market research and creates new kinds of data. Students will be introduced to the concepts, availability, and use of this data.

ADV420 Introduction to Advertising Campaign (3.0)

Students in the course research, create, and present mixed-media campaigns. The students learn the fundamentals of conceiving and executing an integrated local/regional advertising campaign that utilizes major advertising media.

ADV430 Advertising Media Production (3.0)

This course advances students skills enabling them to prepare and present various forms of information (media) to professional audiences. Students will develop, prepare and present videos, moving graphics, graphics, and copy. They will create several short projects and a final project applying techniques and aesthetics discussed in the lectures, demos and readings. Professionalism and presentation techniques are also be covered.

ADV440 Intermediate Advertising Campaign (3.0)

Students during this course create a promotional/advertising campaign for an organization with publishing as a goal. The student designs and develops multiple projects from concept to Final Comp based on the specific needs of the client. Student value the importance of deadline, budget, client relationship, presentation and its relationship to the design process.

ADV450 Portfolio Preparation (3.0)

This course prepares students for the transition to the professional world. This course will prepare students for job interviews by helping them compile a portfolio. Students will demonstrate their conceptual, design, craftsmanship, and other skills as they assemble and refine their portfolio pieces. Working individually with an instructor, each student will select representative pieces, showcasing work that reflects a unique style. Particular emphasis is placed on identifying short- and long-term professional employment goals, as well as related strategies and resources.

ADV460 Advanced Advertising Campaign (3.0)

Students research and develop a fully integrated advertising/promotional campaign for a National name brand account in this course. The student's senior project documents, supports and argues the rationale and effectiveness of the campaign in written form. Students prepare, present and defend a graduate project suitable for a professional audience.

ADV470 Portfolio (3.0)

This course focuses on the completion of the portfolio. Your final portfolio should focus on your individual strengths. This work should reflect your uniqueness and your ability to meet demanding industry standards.