

# 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, investigating campaign development, art direction, the role of ad agencies, as well as critical issues of ideation, interaction, and social responsibility. This minor includes studio courses in Advertising, Design, and Typography intended to connect students with the skills and process of creating successful campaigns. An Art History course and further electives contribute to an understanding of Advertising's place within a larger historical and cultural continuum.

## Eligibility

The Advertising Design minor is open to students majoring in Digital Media and Fine Arts. Because of their major curriculum requirements Architecture/Landscape/Interiors, Fashion Design, Product Design and Toy Design majors will only be approved to enroll on a case-by-case basis. 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. Students must maintain an overall 2.0 GPA.

## Required Courses

AHCS222	History of Graphic Design, Illustration & Advertising Design	3.0	(fall or spring)
COMD229 -or-	Typography II -or- Advertising Electives*	3.0	(spring only)
ADVT304	Advertising and Art Direction I	3.0	(fall only)
ADVT305	Advertising and Art Direction II	3.0	(spring only)
ADVT470 -or- ADVT472	Interactive Advertising -or- Social Media	2.0	(fall only)
ADVT351	Copywriting	2.0	(spring only)

## Total Credits

**16.0**

*\*Advertising Electives are for Communication Arts majors only.*

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

**Each enrolled student will receive an individual Academic Plan that outlines how this minor fits into their major.**

**For more information about the Advertising Design minor contact:**

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Interdisciplinary Studies  
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(310) 846 - 2632  
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www.otis.edu/minors**

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**Architecture/Landscape/Interiors major w/ Advertising Design minor**  
Recommended Academic Plan in accordance with the 2015-16 Academic Catalog (The Hoot)

Otis College of Art and Design

**Interdisciplinary Studies Program**

<b>Student Name:</b>									
<b>X Number:</b>									
<b>Fall Foundation</b>					<b>Spring Foundation</b>				
CRN	Course	Credits			CRN	Course	Credits		<b>YR Credits</b>
		14					15		29
<b>Fall Sophomore</b>					<b>Spring Sophomore</b>				
CRN	Course	Credits	Replaces	Notes	CRN	Course	Credits	Replaces	Notes
ARLI250	Studio I	4			ARLI252	Studio II	4		
ARLI260	Technologies + Ecologies I	3			ARLI261	Technologies + Ecologies II	3		
ARLI270	Digital Media I	2			ARLI273	Digital Media II-B	3		
ARLI271	Digital Media II-A	2			ADVT351	Copywriting	2		2 extra credits
CRIT205	History + Theory I	3			CRIT206	History + Theory II	3		
CAIL200	Creative Action Lecture*	3			LIBS214	Sophomore LAS Elective*	3	A	
		17					18		35
<b>Fall Junior</b>					<b>Spring Junior</b>				
CRN	Course	Credits	Replaces	Notes	CRN	Course	Credits	Replaces	Notes
ARLI352	Studio III	4			ARLI353	Studio IV	5		
ARLI360	Technologies + Ecologies III	3			COMD229	Typography II	3		3 extra credits
ARLI363	Planning to Plan	2			CAIL300	Creative Action Studio	2		
ADVT304	Advertising & Art Direction I	3		3 extra credits	CRIT304	History + Theory III	2		
SSCI210	Social Science*	3			NSCI307	Natural Science*	3		
MATH246	Applied Trigonometry	3			LIBS314	LAS Upper Division Elective*	3	A	
		18					18		36
<b>Fall Senior</b>					<b>Spring Senior</b>				
CRN	Course	Credits	Replaces	Notes	CRN	Course	Credits	Replaces	Notes
ARLI454	Studio V	5			ARLI455	Studio VI	5		
ARLI362	Lighting Fundamentals	2			ARLI460	Interior Development	2		
ARLI475	Fabrication S	2			ARLI461	Constructions	3		
ADVT470 -or-	Interactive Advertising	2		2 extra credits	ARLI465	Presentation Techniques	2		
ADVT472	Social Media	2			ADVT305	Advertising & Art Direction II	3		3 extra credits
CRIT405	History + Theory IV	2			CRIT406	History + Theory V	2		
LIBS440	Capstone	3							
		16					17		33
<b>Totals:</b>		<b>Fall</b>			<b>Spring</b>				
		65			68				
									<b>Total Minor Credits</b>
									16
									<b>Total Degree Credits</b>
									133

\* These courses can be taken either fall or spring semester

A minimum of 3 credits of Advertising Design LAS Electives are required. An A on the Academic Plan indicates possibilities of where these courses will fit into your curriculum. A limited choice of LAS electives will count towards the Advertising Design minor, as determined each semester by the Interdisciplinary Studies Director, Communication Arts Chair and LAS Chair.

**STUDENT SIGNATURE OF AGREEMENT**

**DATE** \_\_\_\_\_

I agree to follow this recommended academic plan as advised by the Interdisciplinary Studies Program, in collaboration with LAS and my major department, and understand that any unadvised deviations to this plan may result in my inability to graduate on time.



Otis College of Art and Design

**Com Arts: Graphic Design major w/ Advertising Design minor**

Recommended Academic Plan in accordance with the 2015-16 Academic Catalog (The Hoot)

**Interdisciplinary Studies Program**

<b>Student Name:</b>										
<b>X Number:</b>										
<b>Fall Foundation</b>					<b>Spring Foundation</b>					
CRN	Course	Credits			CRN	Course	Credits			YR Credits
		14					15			29
<b>Fall Sophomore</b>					<b>Spring Sophomore</b>					
CRN	Course	Credits	Replaces	Notes	CRN	Course	Credits	Replaces	Notes	
COMD207	Communication Studio I	3			COMD208	Communication Studio II	3			
COMD228	Typography I	3			COMD229	Typography II	3			
COMD234	Practicum I	1			COMD235	Practicum II	1			
	Studio Elective	2				Advertising Electives	3		Studio Elect.	
AHCS222	History of Graphic Des, Adv & Illus	3			AHCS220	Contemporary Issues	3		A	
CAIL200	Creative Action Lecture*	3			LIBS214	LAS Sophomore Elective*	3		A	
		15					16			YR Credits
										31
<b>Fall Junior</b>					<b>Spring Junior</b>					
CRN	Course	Credits	Replaces	Notes	CRN	Course	Credits	Replaces	Notes	
COMD300	Communication Studio III	3			COMD301	Communication Studio IV	3			
COMD318	Publication	2			COMD319	Type & Alternative Media	2			
COMD334	Practicum III	1			CAIL300	Creative Action Studio*	2			
COMD354	Professional Practice	2			NSCI307	Natural Science*	3			
ADVT304	Advertising and Art Direction I	3	Studio Elect.		ADVT304	Advertising and Art Direction II	3	Studio Elect.	1 extra credit	
SSCI210	Social Science*	3			LIBS314	LAS Upper Division Elective	3		A	
MATH336	Symbolic Logic*	3								YR Credits
		17					16			33
<b>Fall Senior</b>					<b>Spring Senior</b>					
CRN	Course	Credits	Replaces	Notes	CRN	Course	Credits	Replaces	Notes	
COMD453	Systems & Identity	3			COMD440	Senior Project	3			
COMD458	Advanced Image Making	3			COMD483	Entrepreneur 101	2			
ADVT470 -or-	Interactive Advertising	2	Studio Elect.		COMD459	Visual Language	3			
ADVT472	Social Media					Studio Elective	2			
LIBS404	Senior Project/Research Paper	2			ADVT351	Copywriting	2		Studio Elect.	
LIBS440	Capstone	3			LIBS314	LAS Upper Division Elective	3		A	
		13					15			YR Credits
										28
<b>Totals:</b>		<b>Fall</b>					<b>Spring</b>			<b>Total Minor Credits</b>
		59					62			16
										<b>Total Degree Credits</b>
										121

\* These courses can be taken either fall or spring semester

A minimum of 3 credits of Advertising Design LAS Electives are required. An A on the Academic Plan indicates possibilities of where these courses will fit into your curriculum.

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

**STUDENT SIGNATURE OF AGREEMENT**

DATE \_\_\_\_\_

I agree to follow this recommended academic plan as advised by the Interdisciplinary Studies Program, in collaboration with LAS and my major department, and understand that any unadvised deviations to this plan may result in my inability to graduate on time.



Otis College of Art and Design

### Com Arts: Illustration major w/ Advertising Design minor

Recommended Academic Plan in accordance with the 2015-16 Academic Catalog (The Hoot)

#### Interdisciplinary Studies Program

<b>Student Name:</b>									
<b>X Number:</b>									
<b>Fall Foundation</b>					<b>Spring Foundation</b>				
CRN	Course	Credits			CRN	Course	Credits		
		14					15		YR Credits 29
<b>Fall Sophomore</b>					<b>Spring Sophomore</b>				
CRN	Course	Credits	Replaces	Notes	CRN	Course	Credits	Replaces	Notes
COMD207	Communication Studio I	3			COMD208	Communication Studio II	3		
COMD216	Drawing + Painting I	3			COMD217	Drawing + Painting II	3		
ILUS218	Typography for Illustrators I	2			ILUS219	Typography for Illustrators II	2		
COMD234	Practicum I	1			COMD235	Practicum II	1		
AHCS222	History of Graphic Des, Adv & Illus	3			AHCS220	Contemporary Issues	3	A	
CAIL200	Creative Action Lecture*	3			LIBS214	Sophomore LAS Elective*	3	A	
		15					15		YR Credits 30
<b>Fall Junior</b>					<b>Spring Junior</b>				
CRN	Course	Credits	Replaces	Notes	CRN	Course	Credits	Replaces	Notes
ILUS300	Communication Studio III	3			ILUS301	Communication Studio IV	3		
ILUS310	Drawing & Painting for Illustrators I	2			ILUS354	Professional Practice	2		
COMD334	Practicum III	1				Printmaking Elective*	2		
CAIL300	Creative Action Studio*	2			ADVT304	Advertising and Art Direction II	3		Studio Elect.
ADVT304	Advertising and Art Direction I	3		Studio Elect.	NSCI307	Natural Science*	3		
SSCI210	Social Science*	3			LIBS314	LAS Upper Division Elective	3		A
MATH336	Symbolic Logic*	3							YR Credits 33
		17					16		
<b>Fall Senior</b>					<b>Spring Senior</b>				
CRN	Course	Credits	Replaces	Notes	CRN	Course	Credits	Replaces	Notes
ILUS404	Adv Illustrative Applications	3			ILUS440	Senior Project	3		
ILUS363	Alternative Materials	3			COMD483	Entrepreneur	2		
ADVT470 -or-	Interactive Advertising	2		Studio Elect.		Studio Elective	2		
ADVT472	Social Media	2				Advertising Electives	3		Studio Elect.
LIBS404	Senior Project/Research Paper	2			ADVT351	Copywriting	2		Studio Elect.
LIBS440	Capstone	3			LIBS314	LAS Upper Division Elective	3		A
		13					15		YR Credits 28
<b>Totals:</b>		<b>Fall</b>			<b>Spring</b>				
		59			61				
									<b>Total Minor Credits</b> 16
									<b>Total Degree Credits</b> 120

\* These courses can be taken either fall or spring semester

A minimum of 3 credits of Advertising Design LAS Electives are required. An A on the Academic Plan indicates possibilities of where these courses will fit into your curriculum. A limited choice of LAS electives will count towards the Advertising Design minor, as determined each semester by the Interdisciplinary Studies Director, Communication Arts Chair and LAS Chair.

#### STUDENT SIGNATURE OF AGREEMENT

I agree to follow this recommended academic plan as advised by the Interdisciplinary Studies Program, in collaboration with LAS and my major department, and understand that any unadvised deviations to this plan may result in my inability to graduate on time.

DATE \_\_\_\_\_



Otis College of Art and Design

## Digital Media: Animation major w/ Advertising Design minor

Recommended Academic Plan in accordance with the 2015-16 Academic Catalog (The Hoot)

### Interdisciplinary Studies Program

<b>Student Name:</b>										
<b>X Number:</b>										
Fall Foundation					Spring Foundation					
CRN	Course	Credits			CRN	Course	Credits			YR Credits
		14					15			29
Fall Sophomore					Spring Sophomore					
CRN	Course	Credits	Replaces	Notes	CRN	Course	Credits	Replaces	Notes	
DGMD204	Storytelling for Digital Artists I	3			DGMD260	Studio Visits	2			
DGMD270	Basic 3D for Storytellers	2			ANIM230	Animation Basics	3			
DGMD285	Concept Development & Creativity	2			COMD229	Typography II	3		Studio Elect.	
	Studio Elective	2			AHCS310	Art History Elective	3		A	
AHCS220	Contemporary Issues	3	A		LIBS214	LAS Sophomore Elective	3		A	
CAIL200	Creative Action Lecture	3								
		15					14			YR Credits
										29
Fall Junior					Spring Junior					
CRN	Course	Credits	Replaces	Notes	CRN	Course	Credits	Replaces	Notes	
DGMD304	Storytelling for Digital Artists III	3			ANIM325	Animation Explorations	2			
ANIM330	3D Animation I	3			ANIM331	3D Animation II	3			
DGMD354	The Visual Language of Film, Games & Design	2			CAIL300	Creative Action Studio	2			
ADVT304	Advertising & Art Direction I	3		Studio Elect.	ADVT305	Advertising & Art Direction II	3		Studio Elect.	1 extra credit
SSCI210	Social Science*	3			MATH136	Math for Artists & Designers*	3			
NSCI307	Natural Science*	3			LIBS314	LAS Upper Division Elective*	3		A	
		17					16			YR Credits
										33
Fall Senior					Spring Senior					
CRN	Course	Credits	Replaces	Notes	CRN	Course	Credits	Replaces	Notes	
DGMD404	Senior Project I	3			DGMD405	Senior Project II	3			
DGMD410	Business Seminar I	2			DGMD411	Business Seminar II	2			
ANIM430	Practicum in Animation I	3			ANIM440	Practicum in Animation II	3			
DGMD450	Advanced Concept Development	2			ADVT351	Copywriting	2		Studio Elect.	
ADVT470 -or-	Interactive Advertising	2		Studio Elect.	ANIM490	Advanced Animation Elective	2			
ADVT472	Social Media	3			LIBS314	LAS Upper Division Elective	3		A	
LIBS440	Capstone	3								
		15					15			YR Credits
										30
<b>Totals:</b>		<b>Fall</b>			<b>Spring</b>					<b>Total Minor Credits</b>
		61			60					16
										<b>Total Degree Credits</b>
										121

\* These courses can be taken either fall or spring semester

A minimum of 3 credits of Advertising Design LAS Electives are required. An A on the Academic Plan indicates possibilities of where these courses will fit into your curriculum. A limited choice of LAS electives will count towards the Advertising Design minor, as determined each semester by the Interdisciplinary Studies Director, Communication Arts Chair and LAS Chair.

#### STUDENT SIGNATURE OF AGREEMENT

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DATE



Otis College of Art and Design

**Digital Media: Game and Entertainment Design major w/ Advertising Design minor**

Recommended Academic Plan in accordance with the 2015-16 Academic Catalog (The Hoot)

**Interdisciplinary Studies Program**

<b>Student Name:</b>										
<b>X Number:</b>										
<b>Fall Foundation</b>					<b>Spring Foundation</b>					
CRN	Course	Credits			CRN	Course	Credits		YR Credits	
		14					15		29	
<b>Fall Sophomore</b>										
CRN	Course	Credits	Replaces	Notes	CRN	Course	Credits	Replaces	Notes	
DGMD204	Storytelling for Digital Artists I	3			DGMD260	Studio Visits	2			
DGMD270	Basic 3D for Storytellers	2			GAME230	Game & Entertainment Basics	3			
DGMD285	Concept Development & Creativity Studio Elective	2			COMD229	Typography II	3		Studio Elect.	
AHCS220	Contemporary Issues	3	A		AHCS310	Art History Elective	3		A	
CAIL200	Creative Action Lecture	3			LIBS214	LAS Sophomore Elective	3		A	
		15					14		29	
<b>Fall Junior</b>										
CRN	Course	Credits	Replaces	Notes	CRN	Course	Credits	Replaces	Notes	
DGMD304	Storytelling for Digital Artists II	3			GAME325	CG for Digital Artists	2			
GAME330	Advanced Tools & Techniques I	3			GAME331	Advanced Tools & Techniques II	3			
DGMD354	The Visual Language of Film, Games & Design	2			CAIL300	Creative Action Studio	2			
ADVT304	Advertising & Art Direction I	3	Studio Elect.		ADVT305	Advertising & Art Direction II	3	Studio Elect.	1 extra credit	
SSCI210	Social Science*	3			MATH136	Math for Artists & Designers*	3			
NSCI307	Natural Science*	3			LIBS314	LAS Upper Division Elective*	3		A	
		17					16		33	
<b>Fall Senior</b>										
CRN	Course	Credits	Replaces	Notes	CRN	Course	Credits	Replaces	Notes	
DGMD404	Senior Project I	3			DGMD405	Senior Project II	3			
DGMD410	Business Seminar I	2			DGMD411	Business Seminar II	2			
DGMD430	Practicum in Game & Entertainment I	3			DGMD440	Practicum in Game & Entertainment II	3			
DGMD450	Advanced Concept Development	2			ADVT351	Copywriting	2		Studio Elect.	
ADVT470 -or- ADVT472	Interactive Advertising Social Media	2	Studio Elect.		GAME490	Adv Game & Entertainment Elective*	2			
LIBS440	Capstone	3			LIBS314	LAS Upper Division Elective	3		A	
		15					15		30	
<b>Totals:</b>		<b>Fall</b>					<b>Spring</b>			
		<b>61</b>					<b>60</b>			
									<b>Total Minor Credits</b>	
									<b>16</b>	
									<b>Total Degree Credits</b>	
									<b>121</b>	

\* These courses can be taken either fall or spring semester

A A minimum of 3 credits of Advertising Design LAS Electives are required. An A on the Academic Plan indicates possibilities of where these courses will fit into your curriculum.

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

**STUDENT SIGNATURE OF AGREEMENT**

**DATE**

I agree to follow this recommended academic plan as advised by the Interdisciplinary Studies Program, in collaboration with LAS and my major department, and understand that any unadvised deviations to this plan may result in my inability to graduate on time.



Otis College of Art and Design

### Digital Media: Motion Design major w/ Advertising Design minor

Recommended Academic Plan in accordance with the 2015-16 Academic Catalog (The Hoot)

#### Interdisciplinary Studies Program

<b>Student Name:</b>										
<b>X Number:</b>										
Fall Foundation					Spring Foundation					
CRN	Course	Credits			CRN	Course	Credits			YR Credits
		14					15			29
Fall Sophomore					Spring Sophomore					
CRN	Course	Credits	Replaces	Notes	CRN	Course	Credits	Replaces	Notes	
DGMD204	Storytelling for Digital Artists I	3			DGMD260	Studio Visits	2			
DGMD270	Basic 3D for Storytellers	2			MOTN230	Motion Design Basics	3			
DGMD285	Concept Development & Creativity Studio Elective	2			COMD229	Typography II	3		Studio Elect.	
AHCS220	Contemporary Issues	3	A		AHCS310	Art History Elective	3		A	
CAIL200	Creative Action Lecture	3			LIBS214	LAS Sophomore Elective	3		A	
		15					14			YR Credits 29
Fall Junior					Spring Junior					
CRN	Course	Credits	Replaces	Notes	CRN	Course	Credits	Replaces	Notes	
DGMD304	Storytelling for Digital Artists II	3			MOTN325	Design Explorations	2			
MOTN330	Motion Graphics I	3			MOTN331	Motion Graphics II	3			
DGMD354	The Visual Language of Film, Games & Design	2			CAIL300	Creative Action Studio	2			
ADVT304	Advertising & Art Direction I	3		Studio Elect.	ADVT305	Advertising & Art Direction II	3		Studio Elect.	1 extra credit
SSCI210	Social Science*	3			MATH136	Math for Artists & Designers*	3			
NSCI307	Natural Science*	3			LIBS314	LAS Upper Division Elective*	3		A	
		17					16			YR Credits 33
Fall Senior					Spring Senior					
CRN	Course	Credits	Replaces	Notes	CRN	Course	Credits	Replaces	Notes	
DGMD404	Senior Project I	3			DGMD405	Senior Project II	3			
DGMD410	Business Seminar I	2			DGMD411	Business Seminar II	2			
MOTN430	Practicum in Motion Design I	3			MOTN440	Practicum in Motion Design II	3			
DGMD450	Advanced Concept Development	2			ADVT351	Copywriting	2		Studio Elect.	
ADVT470 -or-	Interactive Advertising	2		Studio Elect.	MOTN490	Adv Motion Design Elective	2			
ADVT472	Social Media	3			LIBS314	LAS Upper Division Elective	3		A	
LIBS440	Capstone	3								
		15					15			YR Credits 30
<b>Totals:</b>		<b>Fall</b>			<b>Spring</b>					<b>Total Minor Credits</b>
		<b>61</b>			<b>60</b>					<b>16</b>
										<b>Total Degree Credits</b>
										<b>121</b>

\* These courses can be taken either fall or spring semester

A minimum of 3 credits of Advertising Design LAS Electives are required. An A on the Academic Plan indicates possibilities of where these courses will fit into your curriculum. A limited choice of LAS electives will count towards the Advertising Design minor, as determined each semester by the Interdisciplinary Studies Director, Communication Arts Chair and LAS Chair.

**STUDENT SIGNATURE OF AGREEMENT** \_\_\_\_\_

**DATE** \_\_\_\_\_

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Otis College of Art and Design

### Fashion Design major w/ Advertising Design minor

Recommended Academic Plan in accordance with the 2015-16 Academic Catalog (The Hoot)

#### Interdisciplinary Studies Program

<b>Student Name:</b>										
<b>X Number:</b>										
<b>Fall Foundation</b>					<b>Spring Foundation</b>					
CRN	Course	Credits			CRN	Course	Credits		YR Credits	
		14					15		29	
<b>Fall Sophomore</b>					<b>Spring Sophomore</b>					
CRN	Course	Credits	Replaces	Notes	CRN	Course	Credits	Replaces	Notes	
FSHD202	Sophomore Studio I	4			FSHD203	Sophomore Studio II	4			
FSHD210	Fashion Illustration	3			FSHD212	Introduction to Design	3			
FSHD230	Model Drawing I	2			FSHD232	Model Drawing II	1			
FSHD225	Digital Design I	1			FSHD324	Digital Design II	1			
ADVT304	Advertising & Art Direction I	3		3 extra credits	NSCI312	Textile Science II	2			
NSCI311	Textile Science I	2			AHCS220	Contemporary Issues	3	A		
CAIL200	Creative Action Lecture	3			LIBS214	Sophomore LAS Elective	3	A		
		18					17		YR Credits	
									35	
<b>Fall Junior</b>					<b>Spring Junior</b>					
CRN	Course	Credits	Replaces	Notes	CRN	Course	Credits	Replaces	Notes	
FSHD300	Junior Studio I	5			FSHD301	Junior Studio II	5			
FSHD325	Digital Design III	1			FSHD425	Digital Design IV	1			
FSHD330	Model Drawing III	1			FSDH331	Model Drawing IV	1			
FSHD362	Fashion Design & Illustration I	4			FSHD363	Fashion Design & Illustration II	3			
AHCS370	History of Costume I	2			ADVT351	Copywriting	2	Studio Elect.	2 extra credits	
MATH136	Math for Artists & Designers*	3			AHCS371	History of Costume II	3			
		16			SSCI210	Social Science*	3			
							18		YR Credits	
									34	
<b>Fall Senior</b>					<b>Spring Senior</b>					
CRN	Course	Credits	Replaces	Notes	CRN	Course	Credits	Replaces	Notes	
FSHD400	Senior Studio I	6			FSHD401	Senior Studio II	6			
FSHD430	Model Drawing V	1			FSHD476	Portfolio Development	3			
FSHD462	Fashion Design & Illustration III	4			COMD229	Typography II	3		3 extra credits	
FSHD472	The Business of Fashion	1			ADVT305	Advertising & Art Direction II	3		3 extra credits	
ADVT470 -or- ADVT472	Interactive Advertising Social Media	2		2 extra credits	LIBS314	LAS Upper Division Elective	3	A		
LIBS440	Capstone	3								
		17					18		YR Credits	
									35	
<b>Totals:</b>		<b>Fall</b>					<b>Spring</b>			
		65					68			
									<b>Total Minor Credits</b>	
									16	
									<b>Total Degree Credits</b>	
									133	

\* These courses can be taken either fall or spring semester

A minimum of 3 credits of Advertising Design LAS Electives are required. An A on the Academic Plan indicates possibilities of where these courses will fit into your curriculum. A limited choice of LAS electives will count towards the Advertising Design minor, as determined each semester by the Interdisciplinary Studies Director, Communication Arts Chair and LAS Chair.

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DATE \_\_\_\_\_





Otis College of Art and Design

**Fashion Design major: Costume Design Emphasis w/ Advertising Design minor**  
 Recommended Academic Plan in accordance with the 2015-16 Academic Catalog (The Hoot)

**Interdisciplinary Studies Program**

<b>Student Name:</b>										
<b>X Number:</b>										
<b>Fall Foundation</b>					<b>Spring Foundation</b>					
CRN	Course	Credits			CRN	Course	Credits			
		14					15		<b>YR Credits</b> 29	
<b>Fall Sophomore</b>					<b>Spring Sophomore</b>					
CRN	Course	Credits	Replaces	Notes	CRN	Course	Credits	Replaces	Notes	
FSHD202	Sophomore Studio I	4			FSHD203	Sophomore Studio II	4			
FSHD210	Fashion Illustration	3			FSHD213	Fashion Illustration/Intro to Design	3			
FSHD230	Model Drawing I	2			FSHD324	Digital Design II	1			
FSHD225	Digital Design I	1			FSHD233	Dynamic Model Drawing	1			
ADVT304	Advertising & Art Direction I	3		3 extra credits	NSCI312	Textile Science II	2			
NSCI311	Textile Science I	2			AHCS220	Contemporary Issues	3			
CAIL200	Creative Action Lecture*	3			LIBS214	LAS Sophomore Elective*	3			
		18					17		<b>YR Credits</b> 35	
<b>Fall Junior</b>					<b>Spring Junior</b>					
CRN	Course	Credits	Replaces	Notes	CRN	Course	Credits	Replaces	Notes	
FSHD300	Junior Studio I	5			FSHD301	Junior Studio II	5			
FSHD325	Digital Design III	1			FSHD425	Digital Design IV	1			
FSHD330	Model Drawing III	1			FSHD350	Costume in Concept Art	1			
FSHD362	Fashion Design & Illustration I	4			FSHD363	Fashion Design & Illustration II	3			
AHCS370	History of Costume I	2			AHCS371	History of Costume II	3			
MATH136	Math for Artists & Designers*	3			SSCI210	Social Science*	3			
		16			ADVT351	Copywriting	2	Studio Elect.	2 extra credits	
							18		<b>YR Credits</b> 34	
<b>Fall Senior</b>					<b>Spring Senior</b>					
CRN	Course	Credits	Replaces	Notes	CRN	Course	Credits	Replaces	Notes	
FSHD400	Senior Studio I	6			FSHD401	Senior Studio II	6			
FSHD430	Model Drawing V	1			FSHD476	Portfolio Development	3			
FSHD462	Fashion Design & Illustration III	4			COMD229	Typography II	3		3 extra credits	
FSHD472	The Business of Costume	1			ADVT305	Advertising & Art Direction II	3		3 extra credits	
LIBS440	Capstone	3			LIBS314	LAS Upper Division Elective	3			
ADVT470 -or- ADVT472	Interactive Advertising Social Media	2		2 extra credits						
		17					18		<b>YR Credits</b> 35	
<b>Totals:</b>		<b>Fall</b> 65				<b>Spring</b> 68				<b>Total Minor Credits</b> 16
									<b>Total Degree Credits</b> 133	

\* These courses can be taken either fall or spring semester

**A** A minimum of 3 credits of Advertising Design LAS Electives are required. An **A** on the Academic Plan indicates possibilities of where these courses will fit into your curriculum. A limited choice of LAS electives will count towards the Advertising Design minor, as determined each semester by the Interdisciplinary Studies Director, Communication Arts Chair and LAS Chair.

**STUDENT SIGNATURE OF AGREEMENT**

**DATE** \_\_\_\_\_

I agree to follow this recommended academic plan as advised by the Interdisciplinary Studies Program, in collaboration with LAS and my major department, and understand that any unadvised deviations to this plan may result in my inability to graduate on time.



Otis College of Art and Design

### Fine Arts: Painting major w/ Advertising Design minor

Recommended Academic Plan in accordance with the 2015-16 Academic Catalog (The Hoot)

#### Interdisciplinary Studies Program

<b>Student Name:</b>												
<b>X Number:</b>												
<b>Fall Foundation</b>					<b>Spring Foundation</b>							
CRN	Course	Credits			CRN	Course	Credits			YR Credits		
		14					15			29		
<b>Fall Sophomore</b>					<b>Spring Sophomore</b>							
CRN	Course	Credits	Replaces	Notes	CRN	Course	Credits	Replaces	Notes			
PNTG204	Painting I	3			PNTG214	Painting II	3					
SCNG204 -or-	Sculpture/New Genres I	3			FINA201	Sophomore Seminar II	2					
PHOT204	Photography I				COMD229	Typography II	3		Studio Elect.			
FINA200	Sophomore Seminar I	2				Studio Elective	2					
FINA216	Digital Media	2			AHCS310	Art History Elective	3		A			
AHCS226	Contemporary Art Survey	3			LIBS214	LAS Sophomore Elective*	3		A			
CAIL200	Creative Action Lecture*	3										
		16					16			YR Credits		
										32		
<b>Fall Junior</b>					<b>Spring Junior</b>							
CRN	Course	Credits	Replaces	Notes	CRN	Course	Credits	Replaces	Notes			
PNTG314	Painting III	3			FINA353	Studio IV	3					
CAIL300	Creative Action Studio*	2			ADVT305	Advertising & Art Direction II	3		Studio Elect.			
ADVT304	Advertising & Art Direction I	3		Studio Elect.		Studio Elective	3					
	Studio Elective	3			MATH136	Math for Artists & Designers*	3		A			
SSCI210	Social Science*	3			LIBS314	LAS Upper Division Elective*	3		A			
NSCI307	Natural Science*	3								YR Credits		
		17					15			32		
<b>Fall Senior</b>					<b>Spring Senior</b>							
CRN	Course	Credits	Replaces	Notes	CRN	Course	Credits	Replaces	Notes			
FINA470	Senior Studio I	5			FINA471	Senior Studio II	5					
ADVT470 -or-	Interactive Advertising	2		Studio Elect.	FINA455	Professional Practices	2					
ADVT472	Social Media				ADVT351	Copywriting	2		Studio Elect.			
	Studio Elective	3				Studio Elective	2					
LIBS440	Capstone/Senior Thesis	3			LIBS314	LAS Upper Division Elective	3		A			
		13					14			YR Credits		
										27		
<b>Totals:</b>		<b>Fall</b>					<b>Spring</b>					<b>Total Minor Credits</b>
		60					60					16
										<b>Total Degree Credits</b>		
										120		

\* These courses can be taken either fall or spring semester

A minimum of 3 credits of Advertising Design LAS Electives are required. An A on the Academic Plan indicates possibilities of where these courses will fit into your curriculum. A limited choice of LAS electives will count towards the Advertising Design minor, as determined each semester by the Interdisciplinary Studies Director, Communication Arts Chair and LAS Chair.

**STUDENT SIGNATURE OF AGREEMENT**

I agree to follow this recommended academic plan as advised by the Interdisciplinary Studies Program, in collaboration with LAS and my major department, and understand that any unadvised deviations to this plan may result in my inability to graduate on time.

DATE \_\_\_\_\_



Otis College of Art and Design

## Fine Arts: Photography major w/ Advertising Design minor

Recommended Academic Plan in accordance with the 2015-16 Academic Catalog (The Hoot)

### Interdisciplinary Studies Program

<b>Student Name:</b>												
<b>X Number:</b>												
<b>Fall Foundation</b>					<b>Spring Foundation</b>							
CRN	Course	Credits			CRN	Course	Credits			YR Credits		
		14					15			29		
<b>Fall Sophomore</b>					<b>Spring Sophomore</b>							
CRN	Course	Credits	Replaces	Notes	CRN	Course	Credits	Replaces	Notes			
PHOT204	Photography I	3			PHOT214	Photography II	3					
PNTG204 -or-	Painting I	3			PHOT230	Lighting Studio I	3					
SCNG204	Sculpture/New Genres I				FINA201	Sophomore Seminar II	2					
FINA200	Sophomore Seminar I	2			COMD229	Typography II	3		Studio Elect.			
FINA216	Digital Media	2			LIBS214	Sophomore LAS Elective	3		A			
AHCS226	Contemporary Art Survey	3			AHCS321	History of Photography	3					
CAIL200	Creative Action Lecture	3										
		16					17			YR Credits		
										33		
<b>Fall Junior</b>					<b>Spring Junior</b>							
CRN	Course	Credits	Replaces	Notes	CRN	Course	Credits	Replaces	Notes			
PHOT314	Photography III	3			FINA353	Studio IV	3					
CAIL300	Creative Action Studio*	2			ADVT305	Advertising & Art Direction II	3		Studio Elect.			
ADVT304	Advertising & Art Direction I	3		Studio Elect.		Studio Electives	3					
	Studio Electives	2			MATH136	Math for Artists & Designers	3					
SSCI2010	Social Science*	3			NSCI307	Natural Science*	3					
LIBS314	LAS Upper Division Elective*	3		A						YR Credits		
		16					15			31		
<b>Fall Senior</b>					<b>Spring Senior</b>							
CRN	Course	Credits	Replaces	Notes	CRN	Course	Credits	Replaces	Notes			
FINA470	Senior Studio I	5			FINA471	Senior Studio II	5					
ADVT470 -or-	Interactive Advertising	2		Studio Elect.	FINA455	Professional Practices	2					
ADVT472	Social Media				ADVT351	Copywriting	2		Studio Elect.			
	Studio Electives	3				Studio Electives	2					
LIBS440	Capstone/Senior Thesis	3			LIBS314	LAS Upper Division Elective	3		A			
		13					14			YR Credits		
										27		
<b>Totals:</b>		<b>Fall</b>					<b>Spring</b>					<b>Total Minor Credits</b>
		59					61					16
										<b>Total Degree Credits</b>		
										120		

\* These courses can be taken either fall or spring semester

A minimum of 3 credits of Advertising Design LAS Electives are required. An A on the Academic Plan indicates possibilities of where these courses will fit into your curriculum. A limited choice of LAS electives will count towards the Advertising Design minor, as determined each semester by the Interdisciplinary Studies Director, Communication Arts Chair and LAS Chair.

#### STUDENT SIGNATURE OF AGREEMENT

I agree to follow this recommended academic plan as advised by the Interdisciplinary Studies Program, in collaboration with LAS and my major department, and understand that any unadvised deviations to this plan may result in my inability to graduate on time.

DATE \_\_\_\_\_



Otis College of Art and Design

**Fine Arts: Sculpture/New Genres major w/ Advertising Design minor**

Recommended Academic Plan in accordance with the 2015-16 Academic Catalog (The Hoot)

**Interdisciplinary Studies Program**

<b>Student Name:</b>										
<b>X Number:</b>										
<b>Fall Foundation</b>					<b>Spring Foundation</b>					
CRN	Course	Credits			CRN	Course	Credits			YR Credits
		14					15			29
<b>Fall Sophomore</b>					<b>Spring Sophomore</b>					
CRN	Course	Credits	Replaces	Notes	CRN	Course	Credits	Replaces	Notes	
SCNG204	Sculpture/New Genres I	3			SCNG214	Sculpture/New Genres II	3			
PNTG204 -or-	Painting I	3			FINA201	Sophomore Seminar II	2			
PHOT204	Photography I				COMD229	Typography II	3		Studio Elect.	
FINA200	Sophomore Seminar I	2				Studio Electives	2			
FINA216	Digital Media	2			AHCS310	Art History Elective	3		A	
AHCS226	Contemporary Art Survey	3			LIBS214	LAS Sophomore Elective*	3		A	
CAIL200	Creative Action Lecture*	3								
		16					16			YR Credits
										32
<b>Fall Junior</b>					<b>Spring Junior</b>					
CRN	Course	Credits	Replaces	Notes	CRN	Course	Credits	Replaces	Notes	
SCNG314	Sculpture/New Genres III	3			FINA353	Studio IV	3			
CAIL300	Creative Action Studio*	2			ADVT305	Advertising & Art Direction II	3		Studio Elect.	
ADVT304	Advertising & Art Direction I	3		Studio Elect.		Studio Electives	3			
	Studio Electives	3			MATH136	Math for Artists & Designers*	3			
SSCI210	Social Science*	3			LIBS314	LAS Upper Division Elective*	3		A	
NSCI307	Natural Science*	3								
		17					15			YR Credits
										32
<b>Fall Senior</b>					<b>Spring Senior</b>					
CRN	Course	Credits	Replaces	Notes	CRN	Course	Credits	Replaces	Notes	
FINA470	Senior Studio I	5			FINA471	Senior Studio II	5			
ADVT470 -or-	Interactive Advertising	2		Studio Elect.	FINA455	Professional Practices	2			
ADVT472	Social Media				ADVT351	Copywriting	2		Studio Elect.	
	Studio Electives	3				Studio Electives	2			
LIBS440	Capstone/Senior Thesis	3			LIBS314	LAS Upper Division Elective	3		A	
		13					14			YR Credits
										27
<b>Totals:</b>		<b>Fall</b>					<b>Spring</b>			
		60					60			<b>Total Minor Credits</b>
										16
										<b>Total Degree Credits</b>
										120

\* These courses can be taken either fall or spring semester

A minimum of 3 credits of Advertising Design LAS Electives are required. An A on the Academic Plan indicates possibilities of where these courses will fit into your curriculum. A limited choice of LAS electives will count towards the Advertising Design minor, as determined each semester by the Interdisciplinary Studies Director, Communication Arts Chair and LAS Chair.

**STUDENT SIGNATURE OF AGREEMENT**

**DATE**

I agree to follow this recommended academic plan as advised by the Interdisciplinary Studies Program, in collaboration with LAS and my major department, and understand that any unadvised deviations to this plan may result in my inability to graduate on time.



Otis College of Art and Design

### Product Design major w/ Advertising Design minor

Recommended Academic Plan in accordance with the 2015-16 Academic Catalog (The Hoot)

#### Interdisciplinary Studies Program

<b>Student Name:</b>										
<b>X Number:</b>										
Fall Foundation					Spring Foundation					
CRN	Course	Credits			CRN	Course	Credits		YR Credits	
		14					15		29	
Fall Sophomore					Spring Sophomore					
CRN	Course	Credits	Replaces	Notes	CRN	Course	Credits	Replaces	Notes	
PRDS200	Product Design Studio I	3			PRDS201	Product Design Studio II	3			
PRDS220	Integrated Design Creative Process I	2			PRDS221	Integrated Design Creative Process II	2			
PRDS252	Visual Communication I	3			PRDS253	Visual Communication II	2			
PRDS272	Digital Design I	2			PRDS273	Digital Design II	3			
AHCS225	History of Product Design	3			ADVT351	Copywriting	2		2 extra credits	
LIBS214	LAS Sophomore Elective*	3	A		AHCS220	Contemporary Issues	3	A		
		16			CAIL200	Creative Action Lecture*	3			
							18		34	
Fall Junior					Spring Junior					
CRN	Course	Credits	Replaces	Notes	CRN	Course	Credits	Replaces	Notes	
PRDS302	Product Design Studio III	3			PRDS303	Product Design Studio IV	3			
PRDS320	Integrated Design-Design Thinking III	2			PRDS321	Integrated Design-Design Thinking IV	2			
PRDS332	Product Development Studio I	3			PRDS333	Product Development Studio II	3			
PRDS370	Digital Design III	2			CAIL300	Creative Action Studio*	2			
	Advertising Elective*	2		course approve in place of ADVT305 or COMD229 - 2 extra credits	ADVT470 -or- ADVT472	Interactive Advertising Social Media*	2		2 extra credits	
MATH136	Math for Artists & Designers*	3			SSCI210	Social Science*	3			
LIBS314	LAS Upper Division Elective	3	A		NSCI319	Anatomy & Ergonomics	3			
		18					18		36	
Fall Senior					Spring Senior					
CRN	Course	Credits	Replaces	Notes	CRN	Course	Credits	Replaces	Notes	
PRDS402	Product Design Studio V	3			PRDS403	Product Design Studio VI	3			
PRDS420	Int Design-Adv Des Thinking V	2			PRDS421	Int Design-Adv Des Thinking VI	2			
PRDS432	Adv Product Development Studio III	3			PRDS433	Adv Product Development Studio IV	3			
PRDS472	Digital Design IV	3			PRDS473	Digital Design V	2			
ADVT304	Advertising & Art Direction I	3		3 extra credits	ADVT305 -or- COMD229	Advertising & Art Direction II -or- Typography II	3		3 extra credits	
	Advertising Elective*	1		course approve in place of ADVT305 or COMD229 - 1 extra credit	LIBS314	LAS Upper Division Elective	3	A		
LIBS440	Capstone	3								
		18					16		34	
<b>Totals:</b>		<b>Fall</b>			<b>Spring</b>				<b>Total Minor Credits</b>	
		66			67				16	
									<b>Total Degree Credits</b>	
									133	

\* These courses can be taken either fall or spring semester

A minimum of 3 credits of Advertising Design LAS Electives are required. An A on the Academic Plan indicates possibilities of where these courses will fit into your curriculum. A limited choice of LAS electives will count towards the Advertising Design minor, as determined each semester by the Interdisciplinary Studies Director, Communication Arts Chair and LAS Chair.

#### STUDENT SIGNATURE OF AGREEMENT

I agree to follow this recommended academic plan as advised by the Interdisciplinary Studies Program, in collaboration with LAS and my major department, and understand that any unadvised deviations to this plan may result in my inability to graduate on time.

DATE \_\_\_\_\_



Otis College of Art and Design

### Toy Design major w/ Advertising Design minor

Recommended Academic Plan in accordance with the 2015-16 Academic Catalog (The Hood)

#### Interdisciplinary Studies Program

<b>Student Name:</b>										
<b>X Number:</b>										
Fall Foundation					Spring Foundation					
CRN	Course	Credits			CRN	Course	Credits		YR Credits	
		14					15		29	
Fall Sophomore					Spring Sophomore					
CRN	Course	Credits	Replaces	Notes	CRN	Course	Credits	Replaces	Notes	
TOYD200	Toy Design I	3			TOYD201	Toy Design II	3			
TOYD232	Visual Communication I	3			TOYD233	Visual Communication II	3			
TOYD242	Design Prototyping I	3			TOYD243	Design Prototyping II	3			
TOYD250	Methods & Materials of Production I	2			TOYD251	Methods & Materials of Production II	2			
SSCI211	Child Psychology	3			AHCS220	Contemporary Issues	3	A		
AHCS236	History of Toys	3			CAIL200	Creative Action Lecture	3			
		17					17		YR Credits	
									34	
Fall Junior					Spring Junior					
CRN	Course	Credits	Replaces	Notes	CRN	Course	Credits	Replaces	Notes	
TOYD302	Toy Design III	3			TOYD303	Toy Design IV	3			
TOYD322	Drawing for Toy Designers	2			TOYD323	Drawing for Portfolio Development	3			
TOYD332	Visual Communication III	2			TOYD333	3D Visualization	3			
TOYD340	Design Prototyping III	3			COMD229	Typography II	3		3 extra credits	
CAIL300	Creative Action Studio	2			LIBS314	LAS Upper Division Elective	3	A		
ADVT304	Advertising & Art Direction I	3		3 extra credits	MATH136	Math for Artists and Designers	3			
LIBS314	LAS Upper Division Elective	3	A							
		18					18		YR Credits	
									36	
Fall Senior					Spring Senior					
CRN	Course	Credits	Replaces	Notes	CRN	Course	Credits	Replaces	Notes	
TOYD400	Toy Design V	4			TOYD402	Toy Design VI	3			
TOYD420	Digital Drawing & Illustration I	2			TOYD415	Career Development	2			
TOYD426	Games & Game Theory	3			TOYD421	Digital Drawing & Illustration II	2			
ADVT470 -or- ADVT472	Interactive Advertising Social Media	2		2 extra credits	TOYD430	Package Design	2			
NSCI308	Juvenile Anatomy & Ergonomics	3			ADVT305	Advertising & Art Direction II	3		3 extra credits	
LIBS440	Capstone	3			ADVT351	Copywriting	2		2 extra credits	
		17			LIBS314	LAS Upper Division Elective	3	A		
							17		YR Credits	
									34	
<b>Totals:</b>		<b>Fall</b>			<b>Spring</b>				<b>Total Minor Credits</b>	
		66			67				16	
									<b>Total Degree Credits</b>	
									133	

\* These courses can be taken either fall or spring semester

A minimum of 3 credits of Advertising Design LAS Electives are required. An A on the Academic Plan indicates possibilities of where these courses will fit into your curriculum. A limited choice of LAS electives will count towards the Advertising Design minor, as determined each semester by the Interdisciplinary Studies Director, Communication Arts Chair and LAS Chair.

#### STUDENT SIGNATURE OF AGREEMENT

DATE \_\_\_\_\_

I agree to follow this recommended academic plan as advised by the Interdisciplinary Studies Program, in collaboration with LAS and my major department, and understand that any unadvised deviations to this plan may result in my inability to graduate on time.