Current Curricula

Art Direction Program

Program Objective

The Art Direction program is focused on preparing each student for a creative career in communication arts. The program teaches strategic thinking, collaboration, color theory, typography, layout design, and mastery of design software, corporate branding, and media (both traditional and emerging). Upon graduation, students have mastery of the process of creating original, compelling brand communication, and they have portfolios that enable them to compete for and secure the best art direction jobs in the advertising and commercial communication arts field.

Art Direction Curriculum by Quarter with Course Description

First Quarter
GE102 Introduction to Creative Thinking 1.65 Credit Hours
Emphasis on the daily necessity for original thinking and writing in the creative field
VS101 Typography 1 1.65 Credit Hours
Introduction to type as symbols, individual letter forms, shape and space
VS102 Introduction to Graphic Design 1.65 Credit Hours
Develop a basic understanding of design principles and vocabulary for creative visual thinking
GE101 Strategy 1.65 Credit Hours
This course introduces students to the basics of developing a creative strategy based on sound business principles, realistic budgets, and focused demographics.

Second Quarter
DV200 Information Architecture 1.65 Credit Hours
A site’s information architecture specification typically evolves into a site map, which may or may not be published online and accessible to the public. It’s important to have a clear understanding of how to absorb, manage, and leverage an IA specification so you’re not repetitively inquiring where. Functional wireframe development & persona and use case authoring/development
TM210 Introduction to Creative Team 1.65 Credits Hours
Introduces the student to the basic work structure in which he or she will work through the remainder of both school and professional careers. Teamed with a partner, the student will be exposed to the techniques of joint brainstorming, concept development and execution of ideas through “thumbnails” or “comps”
VS201 Typography 2 1.65 Credit Hours
Continues to look into applied typography and its design
VS202 Color Theory 1.65 Credit Hours
Explores color as the soul of design and how these theories are applied to specific creative works
**Third Quarter**

**DV203 User Experience 1.65 Credit Hours**
Covers Information Architecture, Usability, User-focused Design and Experience Design principles with the goal of building an understanding of how to think about, plan and organize interactive media content and projects.
Using Relevant programs to create motion graphics for the web. i.e.; action script 3, tweenmax

**TM310 Creative Team 3 1.65 Credit Hours**
Working with a partner of another discipline, the student will concept several print advertising campaigns during the course of this class. The objective of the course is to begin to develop professional-level samples of the student’s work for their final portfolio

**TM311 Advertising Concepts 1 1.65 Credit Hours**
Students will develop advertising concepts to be presented weekly in class. This course will stress not only the value of the concepts but also the manner in which they are presented, including voice, vocabulary, conviction, cogency and ease

**VS301 Typography 3 1.65 Credit Hours**
Advanced course giving a detailed examination of letter forms and extensive development of multi-page and book design skills

**Fourth Quarter**

**CG925 Trends 1.65 Credit Hours**
This seminar course will introduce students to the concepts behind using new media and trend spotting in advertising.

**DS606 Branding 1.65 Credit Hours**
Explore brand identity and how to consider the logo, trademark, messaging and voice on a holistic level

**TM410 Creative Team 4 1.65 Credit Hours**
Working with a partner, students will be required to develop original advertising campaigns for common, workaday consumer products advancing skills learned in TM310

**DV230 Web Ad Studio 1.65 Credit Hours**
Working in teams to concept and design advertising for the web.

**Fifth Quarter**

**AD401 Layout 1 1.65 Credit Hours**
Basic awareness of spatial relationships of headlines, photos, body copy, logos, and white space.

**DS520 Brand Extension 1.65 Credit Hours**
Students from varied disciplines will come together in this course to concept and develop another dimension of an existing brand in an effort to enhance the client’s opportunities for revenue.

**TM510 Creative Team 5 1.65 Credit Hours**
Another round of concepting, creating and executing with a partner. Preferably a new partner with whom you have never worked with before and always with new products and approaches.

**ID500 Digital Storytelling 1.65 Credit Hours**
Learning to create content, design and user experience for online storytelling

**Sixth Quarter**

**DS706B Cultural Media 1.65 Credit Hours**
This class combines all 3 creative disciplines in creating a CSR campaign for a company. 2 projects will be completed by each team.

**TM510 Creative Team 5 1.65 Credit Hours**
Another round of concepting, creating and executing with a partner. Preferably a new partner with whom you have never worked with before and always with new products and approaches

**TM511 Advertising Concepts 3 1.65 Credit Hours**
Working with a partner, the student will carry forward the concepting of print advertising campaigns. The objective is to develop further professional-level samples of the student’s work for his or her final portfolio
AD501 Layout/Color for Art Directors 1.65 Credit Hours
The class is a continued exploration of the use of color. Art directors apply color theory to bring more dynamics to current concepts for portfolio pieces. Design students explore more two and three dimensional color uses in the

Seventh Quarter
TM610 Creative Team 6 1.65 Credit Hours
Another round of concepting, creating and executing with a partner. Preferably a new partner with whom you have never worked with before and always with new products and approaches.

TM611 Advertising Concepts 4 1.65 Credit Hours
Working with a partner, the student will carry forward the concepting of print advertising campaigns. The objective is to develop further professional-level samples of the student’s work for his or her final portfolio.

DS705 Professional Practices 1.65 Credit Hours
This class will focus on final portfolio with in-depth portfolio critiques, web-site, PDF electronic portfolio and traditional portfolio preparation. This course will utilize both in-class and out-of-class learning activities to achieve course objectives.

Eighth Quarter
GR801 Graduate Portfolio Review/Job Preparation 1.65 Credit Hours
This class will focus on the job search, final portfolio with in-depth portfolio critiques, web-site, PDF electronic portfolio and traditional portfolio preparation. The contact, the interview, salaries, negotiations, working with recruiters, professionalism, and presentation will be covered. There will also be some portfolio review by guest reviewers.

TM310-0 Presenting Your Concepts 1.65 Credit Hours
Graduate quarter class. Required for all 8th quarter students to learn how sell work, sell you and perfect the skills of presenting work either in an interview or a client pitch.

GR804 Perfecting The Portfolio 1.65 Credit Hours
This class will focus on final portfolio with in-depth portfolio critiques, web-site, PDF electronic portfolio and traditional portfolio preparation. This course will utilize both in-class and out-of-class learning activities to achieve course objectives.

Elective