

PROGRAM FOCUS

QUARTERS 1-3

ADV110
Creative and Strategic Planning

ADV120
Organizational Behavior

ART106
Design Fundamentals

ART108
Observational Drawing

ART109
Image Manipulation

ART114
Color Fundamentals

GD101
Digital Illustration I

GD111
Typography—Traditional

GD114
Concept Design

GD212
Digital Photography for Designers

RS100
Fundamentals of Business

RS321
Fundamentals of Marketing

QUARTERS 4-6

ADV130
Advertising Copywriting

ADV210
Storyboarding and Scriptwriting

ADV220
Consumer Behavior

ADV230
Advertising Design

ADV240
Principles of Marketing Research

ADV250
Sales & Persuasive Techniques

ADV310
Account Planning

GD204
Layout Design

GD216
Digital Layout

IMD131
Introduction to Scripting Languages

IMD231
Concepts in Motion Design

RS345
Fundamentals of Advertising

QUARTERS 7-9

ADV320
Public Relations and Promotion

ADV330
Brand Strategy

ADV340
Media Planning and Buying

ADV350
Advertising Sales and Ratings

ADV420
Introduction to Advertising Campaign

GD218
Print Production

GD430
Art Direction

IMD312
Interactive Motion Graphics

IMD334
Writing for Interactive Design

Program Elective

Program Elective

Program Elective

QUARTERS 10-12

ADV410
Interactive Advertising

ADV430
Advertising Media Production

ADV440
Intermediate Advertising Campaign

ADV450
Portfolio Preparation

ADV460
Advanced Advertising Campaign

ADV470
Portfolio

CD400
Career Development

INT419
Internship

GENERAL EDUCATION

ENGL1301
English Composition

MATH1310
College Mathematics

SPCH1315
Public Speaking

ARTS1303
Art History I

ARTS1304
Art History II

PSYC2301
General Psychology

Humanities English Elective

SOCI1306
Social Problems

Social Science Elective

Humanities History Elective

Mathematics and Science Elective

Mathematics and Science Elective



101 W. LOUIS HENNA BLVD.
SUITE 100
AUSTIN, TX 78728
512.691.1707 | 866.583.7952

START DATE _____

LENGTH OF QUARTER _____

BREAKS BETWEEN QUARTERS _____

APPROX. HOURS IN CLASS PER WEEK _____

APPROX. HOURS OUTSIDE OF CLASS—HOMEWORK _____

Please visit our Student Consumer Information page to find the average time to completion for continuously enrolled students for each credential level offered. This data is available at the average credit load, full-time or at full load. Changing programs, beginning programs at the mid-term start date, taking remedial courses, taking time off from coursework, registering for fewer hours or unsuccessful attempts at course completion will increase the total length of the program and overall cost of education from what is disclosed. Transfer credits awarded toward your program will likely decrease the overall length and cost of education.

Course descriptions for elective and general education courses can be referenced in the catalog.

STUDENT CONSUMER INFORMATION:
<https://www.artinstitutes.edu/austin/student-consumer-information>

This is a sample schedule only. Schedule subject to change without notice at the discretion of the school.

© 2019. The Arts Institutes International LLC. All rights reserved.

073019

Advertising (BFA) COURSE DESCRIPTIONS

ADV110
CREATIVE AND STRATEGIC PLANNING
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.
Prerequisite: None
Credits: 3

ADV120
ORGANIZATIONAL BEHAVIOR
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.
Prerequisite: None
Credits: 3

ADV130
ADVERTISING COPYWRITING
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.
Prerequisite: None
Credits: 3

ADV210
STORYBOARDING AND SCRIPTWRITING
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.
Prerequisite: None
Credits: 3

ADV220
CONSUMER BEHAVIOR
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.
Prerequisite: None
Credits: 3

ADV230
ADVERTISING DESIGN
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.
Prerequisite: None
Credits: 3

ADV240
PRINCIPLES OF MARKETING RESEARCH
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.
Prerequisite: None
Credits: 3

ADV250
SALES & PERSUASIVE TECHNIQUES
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 affect 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.
Prerequisite: None
Credits: 3

ADV310
ACCOUNT PLANNING
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.
Prerequisite: None
Credits: 3

ADV320
PUBLIC RELATIONS AND PROMOTION
This course examines the historical development of public relations, showing the principles, methods, and means of influencing public opinion.
Prerequisite: None
Credits: 3

ADV330
BRAND STRATEGY
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.
Prerequisite: None
Credits: 3

ADV340
MEDIA PLANNING AND BUYING
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.
Prerequisite: None
Credits: 3

ADV350
ADVERTISING SALES AND RATINGS
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.
Prerequisite: None
Credits: 3

ADV410
INTERACTIVE ADVERTISING
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, and 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.
Prerequisite: None
Credits: 3

ADV420
INTRODUCTION TO ADVERTISING CAMPAIGN
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.
Prerequisite: None
Credits: 3

ADV430
ADVERTISING MEDIA PRODUCTION
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 covered.
Prerequisite: None
Credits: 3

ADV440
INTERMEDIATE ADVERTISING CAMPAIGN
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. Students will learn the importance of deadlines, budget, client relationship, presentation, and its relationship to the design process.
Prerequisite: None
Credits: 3

ADV450
PORTFOLIO PREPARATION
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.
Prerequisite: None
Credits: 3

ADV460
ADVANCED ADVERTISING CAMPAIGN
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.
Prerequisite: None
Credits: 3

ADV470
PORTFOLIO
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.
Prerequisite: None
Credits: 3

ART106
DESIGN FUNDAMENTALS
This introductory course will explore the principles of design, and introduce and develop the creative process. Design elements and relationships will be identified and employed to establish a basis for aesthetic sensitivity and critical analysis. Design will be presented as a tool of communication.
Prerequisite: None
Credits: 3

ART108
OBSERVATIONAL DRAWING
This course involves the observation and translation of three-dimensional form into two-dimensional drawings. Starting with simple shapes and progressing to more complex organic forms, students will build skill levels in composition and line quality, through the use of tone, light, and shadow.
Prerequisite: None
Credits: 3

ART109
IMAGE MANIPULATION
In this introduction to raster-based digital image manipulation, students become acquainted with the concepts, hardware, and software related to digital image acquisition, image editing, manipulation, color management basics, masking, layering, retouching, scanning, and output.
Prerequisite: None
Credits: 3

ART114
COLOR FUNDAMENTALS
This fundamental course will provide an introduction to the principles of color, and an exploration of color theory as it relates to design. Students will learn how to use color in both traditional and contemporary media, and to render color effects for print and electronic production methods. In addition, the psychological and cultural aspects of color will be explored, as well as their role in the design process.
Prerequisite: None
Credits: 3

CD400
CAREER DEVELOPMENT
This course prepares students for the business environment and the transition into an applied arts profession. It emphasizes the concepts of professionalism and an overall understanding of self-marketing in the field. Professional development tools are presented, including resume and cover letter writing, networking, and interviewing skills. Freelance business operating practices such as negotiations of contracts, pricing and estimation of services, ethical guidelines, and pertinent tax laws will be addressed.
Prerequisite: None
Credits: 3

GD101
DIGITAL ILLUSTRATION I
This course advances the students' understanding of the computer as an artist tool. Building on previous courses in drawing, concept development, and introductory computer-aided design, students will be asked to generate a number of expressive solutions that address specific illustrative problems, both technical and creative. As part of this course, students will be given the opportunity to develop their digital illustration skills by exploring numerous tools and techniques to obtain desired results.
Prerequisite: None
Credits: 3

GD111
TYPOGRAPHY—TRADITIONAL
This course is an introduction to lettering skills and the history and foundation of letterforms. The placement of display and text type in a formatted space and the relationship between the appearance and readability of letterforms are also studied. Students will work in a traditional context of hand-rendering type and also be introduced to contemporary typesetting technology.
Prerequisite: None
Credits: 3

GD114
CONCEPT DESIGN
This course emphasizes the conceptualization process of design and its function in solving given problems. The student uses creative problem-solving and research techniques; specifically, problem identification, analysis, thumbnail development, brainstorming, and idea refinement.
Prerequisite: ART106 Design Fundamentals
Credits: 3

GD204
LAYOUT DESIGN
This class will concentrate on utilizing design principles and theories in problem solving, focusing on the importance of layout composition. Emphasis will be on the process of design development from roughs to comprehensives, layout, and the use of grid systems for multi-component layouts.
Prerequisite(s): GD111 Typography—Traditional and ART109 Image Manipulation
Credits: 3

GD212
DIGITAL PHOTOGRAPHY FOR DESIGNERS
This course introduces students to the fundamental terminology, concepts, and techniques of digital photography. It focuses on the principles of using color, composition, lighting, and other techniques for overall thematic and visual effects of photographic images.
Prerequisite: ART109 Image Manipulation
Credits: 3

GD216
DIGITAL LAYOUT
This course will explore various means of indicating, placing and manipulating visual elements in page design, systematically developing strong and creative layout solutions by means of a cumulative, conceptual design process. The ability to effectively integrate photographs, illustrations, and display and text type will be developed using page composition software.
Prerequisite(s): GD204 Layout Design, GD212 Digital Photography for Designers
Credits: 3

GD218
PRINT PRODUCTION
This course prepares students in the electronic preparation of simple designs. Image reproduction, color specification, file preparation procedures, and binding and finishing techniques will be explored. Discussion of various printing processes and paper selections are covered in this class.
Prerequisite: GD204 Layout Design
Credits: 3

GD430
ART DIRECTION
This course will examine the role of the art director in producing multi-faceted design projects. Working in teams, students will coordinate their creative efforts, from concept to finished output. By encouraging a team approach, the course will further enhance students' leadership, communications, and negotiation skills.
Prerequisite: None
Credits: 3

Course descriptions describe the learning opportunities that are provided through the classroom and coursework. It is each student's responsibility to participate in the activities that will lead to successfully meeting the learning outcomes.

IMD131
INTRODUCTION TO SCRIPTING LANGUAGES
Students will develop and refine basic programming skills needed to design, develop, and produce practical applications with a specific scripting or programming language.
Prerequisite: ART109 Image Manipulation I or approval of Dept. Director
Credits: 3

IMD231
CONCEPTS IN MOTION DESIGN
An introduction to motion design, concepts, and techniques. Students create interactive motion using basic principles of design for timeline-based media.
Prerequisite: GD101 Digital Illustration I or IMD110 Digital Design and Typography
Credits: 3

IMD312
INTERACTIVE MOTION GRAPHICS
An intermediate-level course focusing on motion graphics as an interactive design solution.
Prerequisite: IMD231 Concepts in Motion Design
Credits: 3

IMD334
WRITING FOR INTERACTIVE DESIGN
This is a specialized writing course for digital media production. Students will learn the unique characteristics and techniques of media writing and apply them to the creation of scripts for media production. Students will also learn to conduct research for media writing projects.
Prerequisite: ENGL1301 English Composition
Credits: 3

INT419
INTERNSHIP
Through a field internship experience, students will be able to apply their skills in a real and practical situation. The main objectives of the internship are to allow students the opportunity to observe and participate in the operation of successful businesses related to their fields of study. The students will gain the experience they need to enter the field when they graduate.
Prerequisite: CD400 Career Development
Credits: 3

RS100
FUNDAMENTALS OF BUSINESS
In this course, students are introduced to the fundamentals of business. Topics of learning include forms of business ownership, starting a business, developing a business plan, business management principles and strategies, and marketing and promotion strategies for a business.
Prerequisite: None
Credits: 3

RS321
FUNDAMENTALS OF MARKETING
This course addresses the fundamental principles of marketing and marketing research. Students will learn the importance and key components of a marketing plan. Knowledge and practical application of the marketing research process are also a focus of this course. Data sources, sampling procedures, questionnaire design, data collection, and analysis will be covered.
Prerequisite: None
Credits: 3

RS345
FUNDAMENTALS OF ADVERTISING
This course is a basic introduction to advertising, its history, potential, and limitations. Students will examine various definitions of advertising and different methods of communication, as well as the advertising spiral, objectives, copy, and federal regulations. Changes in advertising over the years and the effects produced by culture, major events, trends, and influences will also be examined.
Prerequisite: None
Credits: 3

GENERAL EDUCATION REQUIREMENTS
(All courses are 4 CREDITS):*

ARTS1303	Art History I
ARTS1304	Art History II
ENGL1301	English Composition
MATH1310	College Mathematics
PSYC2301	General Psychology
SOCI1306	Social Problems
SPCH1315	Public Speaking

Humanities English Elective (choose one):
ENGL1302 Introduction to Literature
ENGL2307 Creative Writing
ENGL2311 Business Writing for Professionals
ENGL3511 Literature and Film Analysis

Humanities History Elective (choose one):
HIST1301 U.S. History I
HIST1302 U.S. History II
HIST2321 World Civilizations I
HIST2322 World Civilizations II

Mathematics and Science Elective (choose two):
BIOL1308 Biology
ENVR1401 Environmental Science
MATH4332 Mathematics for Decision Making
PHYS1301 Physics

Social Science Elective (choose one):
PSYC2319 Social Psychology
PSYC3019 Human Sexuality

*Course descriptions for general education and elective courses can be found in the catalog.