Advertising

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
RS231 Fundamentals of Marketing
ENGL1301 English Composition
MATH1310 College Mathematics
SPCH1315 Public Speaking

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
GD214 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

ENGL1301 English Composition
ART1303 Art History I
ART1304 Art History II
PSYC2301 General Psychology

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. 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.

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ADVERTISING (BFA) COURSE DESCRIPTIONS

ADT 310 CREATIVE AND STRATEGIC PLANNING Students will learn how to develop and support their learning throughout the course and help students improve their critical thinking creativity in their work and lives. They will also help them identify and solve problems, formulate objectives, and create a plan to reach their objectives.

Credits: 3

ADT 320 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

ADT 330 ADVERTISING COPYING Through homework and in-class exercises, students learn the techniques to develop effective advertising strategies that underline and enable creative executions, and to cultivate clear, clean, and captivating copywriting skills.

Prerequisite: None

Credits: 3

ADT 331 STORYBOARDING AND SCRIPTWRITING This course focuses on applying industry-standard techniques to prepare storyboards and to communicate effectively for various forms of media. Students will explore various purposes and formats of storyboards, the basic terminology and concepts used in storyboarding, and the application of storyboarding techniques to develop storyboards for various media without a script.

Prerequisite: None

Credits: 3

ADT 332 CONSUMER BEHAVIOR This course examines the historical development of communications, the principles, methods, and means of influencing public opinion.

Prerequisite: None

Credits: 3

ADT 333 BRAND STRATEGY This course is designed to help students identify and differentiate the market position of both new and existing brands by understanding the factors that contribute to brand success and failure and by exploring branding strategies that will maximize brand equity.

Prerequisite: None

Credits: 3

ADT 334 ADVERTISING DESIGN The course provides students with the fundamental knowledge and skills to understand the role of graphic design in advertising. The students will be introduced to conceptual and analytical approaches to the development of advertising campaigns and the use of design principles in the production of advertising materials.

Prerequisite: None

Credits: 3

ADT 335 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 budget constraints, cost effectiveness, and alternative and new media.

Prerequisite: None

Credits: 3

ADT 336 ADVERTISING SALES AND RATING Students will learn about the sales force of the sales process and the steps to sell a product or service is essential to a salesperson. The course 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 build a sales force.

Prerequisite: None

Credits: 3

ADT 337 INTERACTIVE ADVERTISING An understanding of the planning process is critical in the success of the creative process. The course examines the planning process from beginning to end, providing the tools to help students build the necessary skills to create successful advertising campaigns.

Prerequisite: None

Credits: 3

ADT 410 PORTFOLIO This course focuses on the content of the portfolio. Your final portfolio should reflect your unique interests and abilities to potential employers and clients.

Prerequisite: None

Credits: 3

ADT 411 TYPOGRAPHY—TRADITIONAL This course will introduce students to digital typography skills and the history and foundation of letterforms. The course will be divided into two parts: the study of digital typography and the study of typography as it relates to traditional media. Students will be introduced to traditional and digital tools and techniques to design and produce typographic pieces.

Prerequisite: None

Credits: 3

ADT 412 DIGITAL TYPOGRAPHY This course focuses on digital typography skills and the history and foundation of letterforms. It will be divided into two parts: the study of digital typography and the study of typography as it relates to traditional media. Students will be introduced to traditional and digital tools and techniques to design and produce typographic pieces.

Prerequisite: None

Credits: 3

ADT 413 CONCEPT DESIGN This course will explore the conceptual design process and its role in the development of advertising campaigns. The students will be introduced to the fundamental concepts and methods of conceptual design and to the use of traditional and digital tools to develop conceptual ideas.

Prerequisite: None

Credits: 3

ADT 414 LAYOUT DESIGN This course will focus on the planning and design of advertising and marketing communications. Students will learn about the various factors that influence the layout of advertising and marketing communications and how to create effective and engaging layouts.

Prerequisite: None

Credits: 3

ADT 415 IMAGE MANIPULATION This course will introduce students to digital image manipulation software and the techniques used to create and modify images. Students will be introduced to the basics of image manipulation, including selecting, cropping, and layering images, as well as the use of digital tools to create and modify images.

Prerequisite: None

Credits: 3

ADT 416 DIGITAL LAYOUT This course will focus on the design and layout of digital advertising and marketing communications. Students will learn about the various factors that influence the layout of digital advertising and marketing communications and how to create effective and engaging layouts.

Prerequisite: None

Credits: 3

ADT 417 PRODUCTION This course will focus on the production of digital advertising and marketing communications. Students will learn about the various factors that influence the production of digital advertising and marketing communications and how to create effective and engaging productions.

Prerequisite: None

Credits: 3

ADT 418 ART DIRECTION This course will focus on the role of the art director in producing multi-faceted design projects. Students will learn about the various factors that influence the role of the art director and how to create effective and engaging art direction.

Prerequisite: None

Credits: 3

ADT 419 INTRODUCTION TO SCRIPTWRITING Students will learn the techniques of scriptwriting and how to write concise, compelling, and effective copy for advertising, television commercials, and other forms of media.

Prerequisite: None

Credits: 3

ADT 420 ADVANCED ADVERTISING ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED ADVANCE