

PROGRAM FOCUS

QUARTERS 1-3

ADVA101
Fundamentals of Advertising

ADVA205
History of Advertising

FNDA105
Design Fundamentals

FNDA110
Observational Drawing

FNDA135
Image Manipulation

FNDA150
Digital Color Theory

GWDA101
Applications & Industry

GWDA102
Rapid Visualization

GWDA103
Digital Illustration

GWDA111
Introduction to Layout Design

GWDA112
Typography—Traditional

QUARTERS 4-6

ADVA201
Fundamentals of Marketing

ADVA204
Consumer Behavior & Persuasive Sales Techniques

ADVA207
Creative & Strategic Planning

ADVA208
Principles of Marketing Research

ADVA214
Advertising Copywriting

ADVA215
Advertising Storyboarding & Scriptwriting

GWDA105
Concept Design

GWDA222
Intermediate Layout Design

GWDA305
Art Direction

GWDA308
Business of Graphic Design

PHOA101
Principles of Photography

QUARTERS 7-9

ADVA209
Portfolio I

ADVA303
Interactive Advertising

ADVA307
Brand Strategy

ADVA308
Account Planning

ADVA328
Public Relations

ADVA338
Media Planning

Student to Select Program Emphasis: Track 1,2,3

QUARTERS 10-12

ADVA302
Introduction to Ad Campaign

ADVA332
Intermediate Ad Campaign

ADVA406
Internship / Elective

ADVA409
Portfolio Presentation

ADVA412
Advanced Ad Campaign

ADVA419
Portfolio II

GWDA133
Fundamentals of Web Design

Student to Select Program Emphasis: Track 1,2,3

GENERAL EDUCATION

ENCA101
English Composition I

ENCA102
English Composition II

Humanities Elective

Psychology Elective

ARHA125
History of Western Art I

ARHA126
History of Western Art II

MATA101
College Algebra

OR

MATA115
Applied Mathematics

General Education Elective

ARHA226
Postmodernism and Contemporary Art

COMA112
Principles of Communication

MATA201
College Geometry

General Education Elective

Humanities Elective

Science Elective

English Elective I

English Elective II

General Education Elective



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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/miami/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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