

ADVERTISING DESIGN

The **Bachelor of Arts Degree in Art with Advertising Design Concentration** curricula is to prepare students intending to enter the art industry to pursue careers in a wide array of visual communication areas including advertising art direction, design and illustration for digital and print products, web design, graphic design, photography, and studio production.

Student Learning Outcomes

Graduates with a **Concentration in Advertising Design** will be able to:

1. Create effective visual communication products.
2. Justify design/creative solutions in critiquing creative projects.
3. Demonstrate mastery of imaging technologies.
4. Know and discuss art history from a cross-cultural background with specific awareness of African-American artistic developments.

Degree Requirements

In addition to the General Degree Requirements as published in the Clark Atlanta University Undergraduate Catalog, students pursuing the **Bachelor of Arts Degree in Art with Concentrations in General Studio Art or Advertising Design** (both concentrations require 57 credit hours in the major) must complete the following courses:

Code	Title	Hours
Required Common Courses		
CART 101	Art Foundation I	3
CART 102	Art Foundation II	3
CART 201	Drawing I	3
CART 202	Drawing II	3
CART 303	Advanced Drawing	3
CART 240	Art History Survey I	3
CART 241	Art History Survey II	3
CART 275	Photography I	3
CART 277	Computer Imaging Basics ¹	3
or CART 379	Advanced Computer Imaging	
CART 217	Printmaking I	3
CART 492	Senior Seminar	3
Additional Required Courses for Advertising Design		
CART 301	Art Direction/Design I	3
CART 302	Art Direction/Design II	3
CART 401	Art Direction/ Design III	3
CART 402	Art Direction/Design IV	3
Advertising Design Concentration Electives		
Select four of the following:		12
CART 375	Photography II	
CART 451	Directed Studies/Illustration	
CART 456		
CART 457	DS/Printmaking (Intaglio)	
CART 462		
CART 479		
CART 480		
CBUS 335	Principles of Marketing	
CBUS 336	Consumer Behavior	

CBUS 431	Principles of Advertising	
CBUS 480	Entrepreneurship & Enterprise	
CMMA 201	Survey of Media & Society	
CMMA 301	News Editing I	
CMMA 338	Media Advertising & Sales	
General Studio Concentration Electives		
Select eight of the following:		24
CART 301	Art Direction/Design I	
CART 302	Art Direction/Design II	
CART 315	Illustration I	
CART 317	Printmaking II	
CART 375	Photography II	
CART 379	Advanced Computer Imaging	
CART 413		
CART 444	Seminar in 20th Century Art	
CART 451	Directed Studies/Illustration	
CART 456		
CART 457	DS/Printmaking (Intaglio)	
CART 462		
CART 479		
CART 488	Internship	
Total Hours		81

¹ Advanced placement assessed through interview with instructor.

Note: Students may also choose any approved art or art history course offered at Spelman College and Morehouse College.

Art, B.A., with Advertising Design Concentration

Course	Title	Hours
First Year		
First Semester		
CART 101	Art Foundation I	3
CENG 105	College Composition I (Area D)	3
CGED 100	First Year Seminar	1
CART 201	Drawing I	3
CXXX	Science Option (Area C)	3
CXXX	Humanities/Fine Arts Option (Area A)	3
Hours		16
Second Semester		
CART 102	Art Foundation II	3
CENG 106	College Composition II (Area D)	3
CGED 101	1st-Year Seminar	1
CART 202	Drawing II	3
CART 277	Computer Imaging Basics (Area E)	3
CMAT 104	Finite Mathematics ((Area C) or higher level)	3
Hours		16
Second Year		
First Semester		
CART 217	Printmaking I	3

CART 240	Art History Survey I	3
CART XXX	Art Elective	3
CXXX	Social/Behavioral Sciences Option (Area B)	3
CSTA 101	Fundamentals of Speech	3
Hours		15
Second Semester		
CART 275	Photography I	3
CART 241	Art History Survey II	3
CXXX	Social/Behavioral Sciences Option (Area B)	3
CXXX	Humanities/Fine Arts Option (Area A)	3
CXXX	Minor or Credential course	3
Hours		15
Third Year		
First Semester		
CART 301	Art Direction/Design I	3
CART 303	Advanced Drawing	3
CART XXX	Art Elective	3
CXXX	Financial Option (Area E)	3
Free Elective ¹		3
Hours		15
Second Semester		
CART 302	Art Direction/Design II	3
CART XXX	Art Elective	3
CXXX	Minor or Credential course	3
CXXX	Minor or Credential course	3
Free Elective ¹		3
Hours		15
Fourth Year		
First Semester		
CART 401	Art Direction/ Design III	3
CART XXX	Art Elective	3
CXXX	Minor or Credential course (300/400 level)	3
CXXX	Minor or Credential course	3
Free Elective ¹		3
Hours		15
Second Semester		
CART 402	Art Direction/Design IV	3
CART 492	Senior Seminar	3
CXXX	Minor or Credential course (300/400 level)	3
CXXX	Minor or Credential course	3
Free Elective ¹		3
Hours		15
Total Hours		122

¹ Free Electives should be chosen in consultation with the advisor depending on the choice of minor or stackable credentials.