ADVERTISING (ADVE)

ADVE 501 Advertising and Copywriting Essentials (5 Credits)
Through exposure to advertising case studies, past and present, students with minimal advertising experience learn the essential language of advertising. Lectures instill an appreciation for advertising's capacity to reflect and shape popular culture and the marketplace, while studio time provides experience in writing copy and developing advertising ideas designed to connect with the consumer.
Attributes: Studio Elective Requirement

ADVE 502 Art Direction and Typography Essentials (5 Credits)
This course establishes essential art direction and typography skills and knowledge through a combination of lectures, studio work, readings and assigned projects. Aspiring advertising designers and copywriters develop a working knowledge of art direction and typography, and their places in contemporary advertising.
Attributes: Studio Elective Requirement

ADVE 705 Typography for Advertising Designers (5 Credits)
The role of typography in the field of advertising design is the focus of this course. Students are trained and encouraged to use typography as a sophisticated tool for expression in marketing communications and to apply typographic design principles in ways that are consistent with brand strategy. A range of contemporary media, from print to digital, is included in coursework and projects. Various typographic design philosophies—from classical to progressive—also are explored.
Attributes: Studio Elective Requirement

ADVE 709 Advertising Studio I: Creative Strategies (5 Credits)
Students in this course construct visual and verbal solutions directed toward a defined market niche based on research and analysis of key prospects and competition. Lectures and projects encompass topics and practices necessary for the development and strategic planning of creative solutions.
Attributes: Studio Elective Requirement

ADVE 715 Digital Production Strategies for Advertising (5 Credits)
Skillful use of digital design software applications is vital to the advertising designer today. In this course, students learn proper use of the advertising industry-standard software programs. Through lectures, demonstrations and guided classroom exercises, students explore the capabilities and uses of a range of digital design tools. Upon successfully completing this course, students have a working knowledge of the most essential software applications and are capable of using them to produce projects.
Attributes: Studio Elective Requirement

ADVE 719 Advertising Studio II: Branding Solutions (5 Credits)
Through educational seminars emphasizing interaction and exchange of information, students explore common issues that arise when developing a brand. This graduate survey emphasizes teamwork, solid creative solutions and marketing formulas for building a highly developed brand within a product or service category in a specific market segment.
Prerequisite(s): ADVE 709.
Attributes: Studio Elective Requirement

ADVE 725 Digital Media for Advertising (5 Credits)
Advertisers today have an expanding array of digital media options available, ranging from streaming videos to iPhone apps. In this course, advertising designers learn what digital media channels are available, and how to utilize them creatively and effectively. Through case studies, in-class presentations, field research and readings, students become familiar with digital media for advertising and create multimedia digital advertising campaigns.
Attributes: Studio Elective Requirement

ADVE 729 Art Direction (5 Credits)
Students learn to direct the balance of elements including copywriting, typography, illustration, photography, sound, animation and visual effects to facilitate the communication of a message. Students complete print-based and online projects.
Prerequisite(s): ADVE 705.
Attributes: Studio Elective Requirement

ADVE 731 Creative Copywriting for Advertising (5 Credits)
This course offers the opportunity to examine and practice the principles and conceptual processes of advertising, as they pertain to copywriting. Through a series of hands-on assignments and problem-solving exercises, students participate in, and collaborate with, art direction in the writing of advertising copy.
Attributes: Studio Elective Requirement

ADVE 749 Advertising M.A. Final Project (5 Credits)
In this course, students learn to present themselves with confidence when addressing prospective clients/employers. It is the culmination of the advertising M.A. curriculum and is intended to serve as a forum for self-expression and realization. Students have an opportunity to explore self-directed avenues as well as job hunting concepts, networking skills and interviewing techniques.
Prerequisite(s): ADVE 729 and minimum score of 5 in 'Graduate Prerequisite Test'.
Attributes: Studio Elective Requirement

ADVE 751 Advertising for Alternative Media (5 Credits)
This studio course addresses new advertising design opportunities extending beyond traditional media. Through a series of lectures, projects and research, students conduct a thorough analysis and application of alternative media such as online, mobile, digital and broadcast design—areas that are expanding due to changes in demographic and cultural tendencies, environmental development and technological advances. Students develop comprehensive media plans that include alternative media in support of strategic plans.
Prerequisite(s): ADVE 719.
Attributes: Studio Elective Requirement

ADVE 779F Graduate Field Internship (5 Credits)
Students in this course undertake a field assignment under the supervision of a faculty member.

ADVE 779T Graduate Teaching Internship (5 Credits)
Students in this course undertake a teaching assignment under the supervision of a faculty member.

ADVE 791 Advertising M.F.A. Thesis (5 Credits)
Advertising M.F.A. students develop a theoretically informed body of work that is innovative and relevant to the field. Students exhibit/present their work in a public manner and context that supports its creative and viable content and produce a documented written component that addresses the theoretical premise of the work.
Prerequisite(s): minimum score of 6 in 'Graduate Prerequisite Test'.

ADVE 792 Advertising M.F.A. Visual Thesis (5 Credits)
Using the research, written report and insights developed in ADVE 791
Advertising M.F.A. Thesis, students develop an integrated marketing
communication plan and produce a multimedia advertising campaign.
Guided studio work and supervised field work support the development of
the studio/visual component of the student's thesis.
Prerequisite(s): ADVE 791 and minimum score of 6 in 'Graduate
Prerequisite Test'.