

ADVERTISING AND BRANDING, BFA

ATLANTA | SAVANNAH | SCADnow

Code	Title	Hours
Foundation Studies		
FOUN 110	Design Thinking and Process	5
FOUN 111	Sketching and Drawing	5
FOUN 112	Color in Context	5
FOUN 113	Creative Collaboration Lab	5
FOUN 240	Spatial Design and Fabrication	5
FOUN 251	Time Based Design: Story, Sound, and Movement	5
General Education		
Select one of the following:		5
ANTH 101	Introduction to Anthropology	
ANTH 106	Language, Culture, and Society	
COMM 105	Speaking of Ideas	5
BUSI 110	Business I: Fundamentals	5
MATH 110	Introduction to Statistics and Probability	5
CTXT 121	Visual Culture in Context: Pre-Modern Global Perspectives	5
CTXT 122	Visual Culture in Context: Making Modernities	5
ENGL 123	Ideas to Ink: Critical Concepts in Academic Writing	5
DIGI 130	Digital Communication	5
BUSI 220	Business II: Economic Principles	5
BUSI 330	Business III: Strategy and Decision-making	5
ENGL Elective		5
Major Curriculum		
ADBR 150	Introduction to Advertising: Concept to Content	5
ADBR 205	Creative Production for Brand Content	5
GRDS 205	Typography I: Anatomy, Form, and Purpose	5
IDUS 215	Contextual Research Methods	5
ADBR 252	Art Direction: Visual Brand Storytelling	5
ADBR 255	Brand Experiences in Interactive Environments	5
ADBR 304	Copywriting: Inventing the Brand Personality	5
ADBR 305	Brand Innovation: From Physical to Virtual	5
ADBR 312	Art Direction: Typography and Persuasive Design	5
ADBR 314	Copywriting: Brand Voice Across Platforms	5
Select two of the following:		10
ADBR 332	Art Direction: Advanced Visual Integration	
ADBR 334	Copywriting: Immersive Brand Narratives	
ADBR 335	Creative Technology: Engineering Brand Experiences	
ADBR 372	Art Direction: Brand Films and Social Content	
ADBR 374	Copywriting: Brand Films and Social Content	
ADBR 395	Creative Technology: Brand Think Tank for Product Innovation	
ADBR 341	Designing the Brand	5
ADBR 441	Creating Contagion: From Experience to Entertainment	5
ADBR 461	Career Strategies for Advertising	5

ADBR 480	Collaborative Studio: Creating the Brand Solution	5
Select one of the following:		5
ADBR 479	Undergraduate Internship	
500-level SCADpro Elective		
Business-Focused Elective		
Additional Electives		
Free Elective		5
Free Elective		5
Total Hours		180