

Bachelor of Arts in Advertising: Art Direction Concentration

Conceptual thinking is a requirement for all creative people in advertising. In addition, students in Art Direction will develop hands-on skills in creating both digital and traditional advertising. Students in Art Direction must develop proficiency in the Adobe Creative Suite. Concentration courses are ADV 3052, ADV 3053 and ADV 4064. These courses must be taken consecutively and cannot be taken concurrently. The Portfolio class provides students the opportunity to work in teams with copywriters and to develop a professional-quality portfolio. **Note: Students must apply for acceptance in the Art Direction concentration after they have completed ADV 1001 and ADV 2151. Transfer students should apply immediately upon acceptance to Temple University. For more information about the Portfolio Application process, please visit: <https://kleincollege.submittable.com/submit>.**

Requirements for the Degree

Summary of Requirements

- University requirements:
 - New students are required to complete the General Education (GenEd (<http://bulletin.temple.edu/undergraduate/general-education/>)) curriculum.
 - All students must take a minimum of two writing-intensive courses. The specific writing-intensive courses required for this major are ADV 1196 and ADV 4197.
- Low Klein College of Media and Communication requirements (<http://bulletin.temple.edu/undergraduate/media-communication/#collegerequirementstext>).
- Minimum of 48 credits in Advertising courses.
- A grade of C or higher must be attained in all required Advertising courses.
- An overall GPA of 2.0 must be attained in the major.
- No more than 12 semester hours of transfer credits may be applied to Advertising major requirements.

Advertising: Art Direction Requirements

Code	Title	Credit Hours
1000-Level Core Requirements		12
ADV 1101	Introduction to Media and Society	
ADV 1102	Introduction to Advertising	
ADV 1196	Persuasive Writing	
ADV 1103	Digital Media and Advertising	
2000-Level Core Requirements		9
Required Course		
ADV 2151	Introduction to Art Direction: Visual Communication	
Select two of the following:		
ADV 2111	Introduction to Marketing	
ADV 2121	Introduction to Copywriting	
ADV 2131	Introduction to Media Planning	
ADV 2141	Introduction to Brand Strategy and Research	
Upper-Level Requirements		12
ADV 4197	Advanced Writing for Academic and Professional Communication	
Select one of the following:		
ADV 3012	Legal and Moral Issues in Advertising	
ADV 3002	Advertising and Society	
ADV 3006	Representation in the Media	
ADV 3007	Psychology of Advertising	
Select one of the following:		
ADV 3171	Diamond Edge Communication ¹	
ADV 3185	Advertising Internship ¹	
Select one of the following:		
ADV 4102	Advertising Campaigns	

ADV 4103	National Student Advertising Competition ¹	
Art Direction Requirements		12
ADV 1001	Introduction to Digital Design Tools for Advertising	
ADV 3052	Art Direction I: Concept & Layout ²	
ADV 3053	Art Direction II: Narrative and Multimedia ²	
ADV 4064	Advertising Portfolio ²	
Advertising Electives		3
Select a minimum of 3 credits from the following list:		
ADV 1000	Topics in Advertising 1	
ADV 2001	Intermediate Digital Design Tools for Advertising	
ADV 2052	Introduction to Typography	
ADV 2057	Creating and Filming Advertising from Script to Screen	
ADV 2102	Introduction to Pharmaceutical Advertising	
ADV 2103	Introduction to Web Design and Development for Advertising	
ADV 2104	Personal Branding	
ADV 3000	Topics in Advertising 3000	
ADV 3003	National Student Advertising Competition Preparation	
ADV 3042	Quantitative Advertising Research	
ADV 3101	Creative Thinking for Advertising	
Total Credit Hours		48

¹ Requires special permission from instructor.

² Sequence may not be taken concurrently.

Internships or Diamond Edge Communications

All advertising majors are required to do either a professional internship or be involved with Diamond Edge Communications (DEC), our student-run ad agency. Both offer students valuable hands-on experience in actual advertising-related professional experiences. DEC works with local Philadelphia clients, under the supervision of an advertising professor, to develop strategic plans, research, digital and traditional creative materials, media plans and presentations. The internship program is carefully managed by our Internship Directors to help students find the best possible internship opportunities. The Internship Directors, faculty members and Klein's Director of Career Services will help students with preparation of résumés, cover letters, and LinkedIn pages. We will also guide students through the process of seeking and identifying quality internship opportunities.

Suggested Academic Plan

Please note that this is a **suggested** academic plan. Depending on your situation, your academic plan may look different.

Bachelor of Arts in Advertising: Art Direction Concentration

Requirements for New Students starting in the 2018-2019 Academic Year

Year 1		Credit Hours
Fall		
ADV 1101	Introduction to Media and Society	3
ADV 1102	Introduction to Advertising	3
COMM 1001	SMC Freshman Seminar	1
ENG 0802, 0812, or 0902	Analytical Reading and Writing [GW]	4
GenEd Quantitative Literacy Course [GQ]		4
Term Credit Hours		15
Spring		
ADV 1196	Persuasive Writing [WI]	3
ADV 1001	Introduction to Digital Design Tools for Advertising	3
IH 0851 or 0951	Intellectual Heritage I: The Good Life [GY]	3
GenEd Breadth Course		3-4
GenEd Breadth Course		3
Term Credit Hours		15

Year 2		
Fall		
ADV 2151	Introduction to Art Direction: Visual Communication	3
ADV 1103	Digital Media and Advertising	3
IH 0852 or 0952	Intellectual Heritage II: The Common Good [GZ]	3
GenEd Breadth Course		3
GenEd Breadth Course		3
Term Credit Hours		15

Spring		
Select two of the following:		6
ADV 2111	Introduction to Marketing	
ADV 2121	Introduction to Copywriting	
ADV 2131	Introduction to Media Planning	
ADV 2141	Introduction to Brand Strategy and Research	
GenEd Breadth Course		3
GenEd Breadth Course		3
GenEd Breadth Course		3
Term Credit Hours		15

Year 3		
Fall		
Advertising Elective ¹		3
ADV 3052	Art Direction I: Concept Layout ²	3
Electives		10
Term Credit Hours		16

Spring		
ADV 3053	Art Direction II: Narrative and Multimedia	3
Select one of the following:		3
ADV 3171	Diamond Edge Communication ³	
ADV 3185	Advertising Internship ³	
Electives		10
Term Credit Hours		16

Year 4		
Fall		
ADV 4197	Advanced Writing for Academic and Professional Communication [WI]	3
Select one of the following:		3
ADV 3002	Advertising and Society	
ADV 3006	Representation in the Media	
ADV 3007	Psychology of Advertising	
ADV 3012	Legal and Moral Issues in Advertising	
Electives		10
Term Credit Hours		16

Spring		
Select one of the following:		3
ADV 4102	Advertising Campaigns	
ADV 4103	National Student Advertising Competition ³	
ADV 4064	Advertising Portfolio	3
Electives		10
Term Credit Hours		16
Total Credit Hours:		124

¹ See the list of elective options under Requirements. The courses students can take to fulfill their Advertising electives will vary from semester to semester.

4 *Bachelor of Arts in Advertising: Art Direction Concentration*

² ADV 3052 requires application and acceptance into the Art Direction concentration.

³ ADV 3171, ADV 3185 and ADV 4103 require special permission from instructor.

NOTE: Students in the Art Direction concentration must complete a portfolio review application and be accepted into the track. To begin the Art Direction courses in Year 3 Fall, students must submit the application by January 15. See the Advertising and Public Relations department web site (<https://klein.temple.edu/advertising-and-public-relations/advertising-major/classes-and-curriculum/#ArtDirection>) or office for details.