

ADVERTISING & GRAPHIC DESIGN

Make a big impression on people —
and the world.

In the Advertising & Graphic Design program at Columbus College of Art & Design, you'll be set up to catapult yourself to influential careers, whether you work for yourself or with advertising and design industry leaders. You'll be equipped to take risks, influence decisions and propel social movements with the multidisciplinary skills you'll gain in this award-winning program at CCAD. You'll learn how to mix verbal, visual and interactive media to create and convey resilient, tailor-made messages, using the latest techniques and tools. As a student, you'll impact the pages of industry presses like *Print* and *Communication Arts*, and as a grad, you'll impact the world.



Columbus College
of Art & Design

60 Cleveland Ave. Columbus, OH 43215
614.222.3261 | 877.997.CCAD (2223)



CAREERS

Art Director
Brand Manager
Copywriter
Creative Director
Design Consultant
Digital Designer
Environmental Designer
Graphic Designer
Interactive Media Director
Marketing Strategist
Production Designer
Social Media Manager
Web Designer
Web Developer

EMPLOYERS

A&E Television Network
American Greetings
Apple
Arc Worldwide/Leo Burnett
BBDO
Ben & Jerry's
Fidelity Investments
Hallmark
Huge
Interbrand
JPMorgan Chase
Merrill Lynch
Ogilvy & Mather
Procter & Gamble
Saatchi & Saatchi
Young & Rubicam

FACILITIES

You'll have access to:

- » Collaboration areas
- » Apple computer work stations with dual monitors loaded with industry-standard software
- » Professional scanners and WiFi-enabled printers for free black-and-white test prints
- » Video and photography studio with dedicated Canon 5D camera and lighting equipment
- » Shared resources around campus such as the Tad Jeffrey FabLab, MindMarket workspaces, print labs and computer labs



NOTABLE ALUMNI



LILLIE TALBOTT

Advertising & Graphic Design, 2012

Lillie Talbott is currently a Concept Designer at LEGO Group in Denmark. A strategic designer, Lillie has previously done freelance work for clients including Wonder-Shirts, Bed Bath & Beyond, Honeybaked Ham, the American Red Cross and Hocking College (where her outdoor advertising campaign earned her several awards). As a student at CCAD, she was part of a team whose rebranding for Ball Jars earned an Addy award from the Columbus, Ohio, chapter of the American Advertising Federation.



DANGERDUST

Advertising & Graphic Design, 2013

A hand-lettering and illustration firm with a sordid history, Dangerdust got their start by anonymously sneaking into CCAD classrooms and adding chalk-based illustrations of inspirational quotes to off-the-radar chalkboards. The passion project gained them national attention, and now the (still anonymous) duo brings their talents to private and commercial clients, including Nike, Target, University of Southern California in Los Angeles and California Pizza Kitchen. Their Instagram has more than 78,000 followers.

Course Requirements

FIRST YEAR COURSES: 1Y

[This chart reflects Fall 2016 requirements and is subject to change.]

PROGRAM COURSES

Required:	ADVE2013	Design Concepts I
	ADVE2014	Design Concepts II
	ADVE2291	Digital Lab I
	ADVE2292	Digital Lab II
	ADVE3016	Advanced Design Concepts I
	ADVE3026	Advanced Design Concepts II
	ADVE3056	Advanced Typographic Communication
	ADVE3421	Online Marketing Strategy
	ADVE3630	Web Strategy and Design
	ADVE4016	Applied Design I
	ADVE4026	Applied Design II
Choose 1 course:	ADVE4212	Trends in Design
	ADVE4851	Advertising & Graphic Design Internship
Choose 9 additional credits:	Art/Design electives-studio courses from CORE or any major	

CORE COURSES

Required:	CORE1012	Digital Photography	1Y
	CORE1028	Introduction to Advertising & Graphic Design	1Y
	CORE1031	SODA Collaboration Across the Design Arts	1Y
	CORE1110	Drawing Methods I	1Y
	CORE1120	Visual Literacy I	1Y
	CORE1221	Visual Literacy II	1Y
	CORE2023	Illustration for Graphic Design	
	CORE4666	School of Design Arts Professional Practice	
Choose 3 credits from:	COREXXXX	CORE elective	

CORE LIBERAL ARTS COURSES

Required:	ARTH1132	Modern to Contemporary Art and Design	1Y
	ARTH1133	Historical Art and Design	
	LIBA1290	Writing and the Arts	1Y
	LIBA1510	Introduction to Philosophy	
	LIBA2802	Business Math	1Y
Choose 3 credits from:	LIBA3242	Copywriting	
		Advanced Art History	
Choose 3 credits from:		Literature	
Choose 3 credits from:		Physical or Life Science	
Choose 3 credits from:		Social Science	
Choose 9 additional credits:	CORE Liberal Arts electives		

PROFESSIONAL RESOURCES

- » American Advertising Federation
aafcolumbus.org
- » American Institute of Graphic Arts
aiga.org
- » Columbus American Marketing Association
columbusama.org
- » Columbus Society of Communicating Arts
cscarts.org
- » Communication Arts
commarts.com
- » Design Management Institute
dmi.org
- » Graphic Artists Guild
gag.org
- » International Institute for Information Design
iiid.net
- » Printing Industries of America
printing.org
- » Society for Experiential Graphic Design
segd.org
- » Social Media Club of Columbus
smccolumbus.org
- » Technical Association of the Graphic Arts
taga.org