

# Advertising Curriculum Map

Designmatters Minor in Social Innovation

**\* This Curriculum Map is ONLY applicable to students that declared the Designmatters Minor PRIOR to 8/5/21.**

**if you declared after 8/5/21 or have not yet declared please contact [designmatters@artcenter.edu](mailto:designmatters@artcenter.edu) for updated Designmatters Minor requirements.**

- DM Minor Specific Requirement
- DM Minor & Core Major Overlapping Requirement
- Studio
- Elective
- Humanities & Sciences

Term	Designmatters Minor Requirements						Core Major Requirements							
							Advertising Lab 3	Portfolio Studio						
8														
7							Advertising Lab 2							
6							6th Term Review	Advertising Lab 1	Copywriting 2					
5			● Elective TDS-TBD Designmatters Real-World TDS Eligible Terms: 5-8	● Elective TDS-TBD Designmatters Real-World TDS Eligible Terms: 5-8			Integrated Advertising	Advertising Concepts 3	Typography 3: Context	Branding Strategies				
4	● Studio ADT-332 Communication Design 4: Transmedia Eligible Terms: 4			● Humanities & Sciences HSOC-TBD Designmatters H+S Elective Eligible Terms: 4-6	● Humanities & Sciences HSOC-TBD Designmatters H+S Elective Eligible Terms: 4-6		4th Term Review	Advertising Concepts 2	Copywriting 1	Digital Narrative	Intro to Modernism			
3		● Studio ADT-222 Communication Design 3: Narrative & Scale Eligible Terms: 3					Art Direction 2	Advertising Concepts 1	Interactive Design & Development 1	Basics of Photo or Narrative Imaging	Presentation & Career Preparation			
2						● Humanities & Sciences HSOC-100 Art of Research Eligible Terms: 2	Art Direction 1	Visual Concepts	Creative Process	Basics of Video Production	Critical Practice 1			
1							Communication Design 1	Typography 2: Structure	Digital Basics: Lynds.com	Design 1	Admersion	History of Advertising	Writing Studio	

Term