

ART, DESIGN AND INTERACTIVE MULTIMEDIA MAJOR WITH A CONCENTRATION IN GRAPHIC DESIGN AND ADVERTISING

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|--------------------|-----------|
| Subtotal | 12 |
| Total Hours | 51 |

Academic Advisers: Krus; Lhowe; Schiller

Rooted in tradition and fostered by technology, the Bachelor of Arts degree in the Art, Design and Interactive Multimedia program offers three concentrations:

- Fine and Digital Arts
- Graphic Design and Advertising
- Interactive Design and Multimedia

Students are prepared to be conceptual, visual thinkers. A community focused on educating the whole person, the program develops innovative leaders and change-makers in social and commercial design practices. The Art and Design faculty is comprised of scholars and practicing professionals who are theoretical and pragmatic in their approach.

Students interested in teacher certification apply to the College of Human Development, Culture, and Media for a major in Secondary Education and then declare a second major in Fine Arts. These majors begin field experience in their sophomore year, conclude student teaching in their final semester, and are granted New Jersey certification in teaching art.

| Code | Title | Hours |
|---|--------------------------------|-------|
| Required Courses | | |
| Drawing Component | | |
| Select one of the following: | | 3 |
| ADIM 1110 | Drawing I (first year) | |
| ADIM 2317 | Digital Painting | |
| ADIM 2230 | Drawing as Design | |
| ADIM 2210 | Drawing II | |
| ADIM 1223 | 2-D Design and Color | 3 |
| ADIM 1311 | Graphic Dsgn-Advertising Art I | 3 |
| ADIM 2233 | Typographic Design | 3 |
| ADIM 2311 | Graphic Dsgn - Advrtsng Art II | 3 |
| ADIM 2312 | Digital Art and Design I | 3 |
| ADIM 2315 | Web Design I | 3 |
| ADIM 2318 | Digital Art and Design II | 3 |
| ADIM 2334 | 3D Packaging-Exhibition Design | 3 |
| ADIM 2502 | ST Design Research | 3 |
| ADIM 2520 | Social Design | 3 |
| ADIM 3233 | Typography II | 3 |
| ADIM 4312 | Practicum Design Seminar | 3 |
| Subtotal | | 39 |
| Elective Courses | | |
| Select four ADIM courses to fulfill 12 credits of elective requirements | | 12 |