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

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-Exhibtion 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
Subtotal		12
Total Hours		**51**