

Your Program Requirements

This program guide defines the 20.0 credits required for the Bachelor of Design (BDes) in Advertising, including Major requirements (specific courses and course options), Arts & Science requirements and open electives.

Of the 20.0 credits required, the following applies:

- No more than 6.0 credits may be at the 1000 level
- At least 5.0 credits must be at the 3000 level or higher, including at least 1.0 credit at the 4000 level or higher
- At least 1.5 credits of Arts & Science courses must be at the 3000 or 4000 level

Reading Your Program Guide

Course Codes

Codes begin with a four letter subject code followed by four digits. The first digit indicates the year level of the course. For example, *GRPH-2004* designates a specific *Graphic Design* course at the *2000 level*. Generally, students complete 1000 and 2000 level courses before 3000 and 4000 level courses.

Course Weight

- 0.5 credit courses typically meet three hours per week for a 12-week term.
- 1.0 credit courses typically meet six hours per week for a 12-week term.

Major Requirements - Course Options

Although a specific number of credits are required from each category, you may choose to take additional courses from these lists as open electives.

Sample 4 Year Plan (at the end of this package)

The program is structured so that it can be completed in four years, by a student taking 2.5 credits per term in the fall and winter terms (a limited number of courses are also offered in the spring/summer terms). The sample plan will help you plan your courses.

If you want to accelerate your program progression, are attending part time or with a reduced course load, and require planning support, please contact **Student**

Advising at ocadu.ca/services/academic-advising.

More Information

Your program and degree requirements are also reflected on your **My Progress** page within My OCAD U Records (Self-Service) at selfservice.ocadu.ca/student.

View course offerings (available sections), course descriptions, prerequisites and more in the **Course Catalogue** at selfservice.ocadu.ca/student/courses.

View **videos and guides** on program planning and registration at ocadu.ca/reg-guides.

Advertising – 2024/2025 Program Guide

Major Requirements

Specific Courses:

Courses designated ‘core’: Second and third year core courses each require a minimum grade of 60% in the identified prerequisite core course. To meet graduation requirements, students must also complete their final core course with a minimum grade of 60% as well as have a minimum 60% average for all of the core courses.

Course Code	Course Title	Course Credit
ADVR-1003	Advertising Practice: Creative (core)	0.5 credit
ADVR-1004	Advertising Practice: Strategy (core)	0.5 credit
ADVR-1005	The Idea Behind Art Direction (core)	0.5 credit
ADVR-1006	The Idea Behind Copywriting (core)	0.5 credit
ADVR-2009	Coming to Know the Consumer (core)	0.5 credit
ADVR-2010	The Idea Behind Storytelling (core)	0.5 credit
ADVR-2011	Coming to Know the Community (core)	0.5 credit
ADVR-2012	The Idea Behind Research (core)	0.5 credit
ADVR-3013	Mediated Landscapes 1 (core)	0.5 credit
ADVR-3009	Mediated Storytelling (core)	0.5 credit
ADVR-3011	The New Practitioner (core)	0.5 credit
ADVR-3012	Coming to Know The Culture (core)	0.5 credit
Total Course Credits: 6.0 credits		

Course Options: Complete the identified number of courses from EACH of the categories below.

Course Code	Course Title	Course Credit
Category A – Choose ONE course from the list below:		0.5 credit
ADVR-1007	Typo/Graphic Commentary	
EXAN-1001	Intro: Experimental Animation	
GART-1003	Social Change & Technology	
GDES-1017	Photography for Communication	
ASOC-2003	Writer in Community	
CRWR-2002	Introduction to Four Genres	
INTM-2014	The Moving Image: Production I	
SCTM-2005	Intro Comp Sci-Logic & Coding	
Category B – Choose TWO courses from the list below:		1.0 credit
VISD-2001	History of Modern Design	
VISD-2004	History & Evolution Typography	
VISD-2005	Contemp Design Theories & Prac	

VISD-2006	Graphic Design Hist-20th Cent	
VISM-2001	Introduction to Film Studies	
VISM-2002	History of New Media Art	
VISM-2003	Introduction to Games Studies	
VISM-2004	Web Theory	
Category C – Choose ONE course from the list below:		0.5 credit
HUMN-2001	Aesthetics	
HUMN-2003	History of Political Thought	
HUMN-2005	Nature, Culture & Environment	
HUMN-2010	Intro to Gender/Sexualities	
SOSC-2001	Cultural Anthropology	
SOSC-2003	Doing Human-Centred Research	
SOSC-2004	Business & Social Innovation	
SOSC-2005	Culture and Communication	
Category D – Choose ONE course from the list below:		0.5 credit
ADVR-2005	Photography for Advertising	
ADVR-2013	Art Direction: Narrative	
CRWR-2001	Intro to Spoken Word/Slam/Dub	
DIGF-2003	Augmented Production	
DIGF-2008	Mobile & Web Cross-Platform	
GDES-2001	Think Tank 1: Awareness	
INTM-2001	The Moving Image: Fiction	
INTM-2005	Writing for Time-Based Arts	
INTM-2013	The Moving Image: Non-Fiction	
INVC-2003	Language and the Land	
Category E – Choose THREE courses from the list below:		1.5 credits
IVCL-2002	Ways of Telling-Indigenous Lit	
ADVR-3008	Retail & Emerging Technology	
ADVR-3010	Advanced Copywriting	
ADVR-3897	Field Placement	
CRWR-3002	Writing Nonfiction	
CRWR-3003	Writing Short Fiction	
GDES-3009	Art of Presentation	
GDES-3010	Motion Design	
GDES-3039	Strategic Branding: Products	
GDES-3091	Interactive Media: Web	
GDES-3092	Interactive Media: Space	
GDES-3105	Public Relations	
GDES-3110	Social Media Ad Practices	
GDES-3112	Storyboarding	
HUMN-3006	Ethics, Advertising & Design	
INTM-3004	Media & Social Change	
IVCV-3002	Sovereign Screen	

VISD-3006	Advertising-Art of Persuasion	
VISM-3002	Data Vis & Visual Analytics	
ADVR-4013	Advertising Workshop 1 (1.0 credit)	
ADVR-4014	Advertising Workshop 2 (1.0 credit)	
ADVR-4897	Field Placement	
BUSI-4001	Entrepreneurship	
DIGF-4001	Leadership in Digital Economy	
GDES-4013	Documentary Practices	
VISC-4005	Urban Life: Art, Design, City	
VISC-4008	Art and Design Activism	
Total Course Credits: 4.0 credits		

Arts & Science Requirements:

Course Code	Course Title	Course Credit
Category F – Choose ONE course from the list below:		0.5 credit
ENGL-1003	The Essay & the Argument	
ENGL-1004	Essay and the Argument: ELL	
Category G – Choose TWO courses from the list below:		1.0 credit
IVCV-1001	Turtle Island Visual Culture	
VISC-1001	Global Vis & Mat Cult: to 1800	
VISC-1002	Global Vis & Mat Cult: to Pres	
VISC-1004	Contemporary Art and Design	
Category H – Complete requirements below:		
Level 2000/ 3000/4000	Visual culture courses (IVCV, VISA, VISC, VISD, VISM) Fulfilled by Category B required for Major program - replaced with 1.0 credit open electives below.	(1.0 credit fulfilled)
Category I – Complete requirements below:		
Level 2000/ 3000/4000	Breadth elective course (HUMN, IVCL, SCTM, SOSC)	0.5 credit
Level 2000/ 3000/4000	Breadth elective courses (ENGL, HUMN, IVCL, SCTM, SOSC)	1.0 credit
Category J – Complete requirements below:		
Level 2000/ 3000/4000	Breadth elective and/or visual culture courses (ENGL, HUMN, IVCL, IVCV, SCTM, SOSC, VISA, VISC, VISD, VISM)	1.0 credit*
Total Course Credits: 4.0 credits*		
* Visual culture courses (IVCV, VISA, VISC, VISD, VISM) taken to fulfill Major requirements may also fulfill Arts & Science requirements. In this case, replace the credit value in this section with an open elective(s).		

For example: If you take IVCV-3002 as a course option for your Major, it will also fulfill 0.5 credit visual culture course requirement in this section. Replace this 0.5 credit with an open elective.

Open Electives:

Course Code	Course Title	Course Credit
Level 1000/ 2000/3000/ 4000 or higher	Open electives	6.0 credits
Total Course Credits: 6.0 credits		

Notes:

An **open elective** may be chosen from any of the following subject areas: ADVR, ASOC, BUSI, CRCP, CROS, CRWR, DIGF, DRPT, ENVR, ENGL, EXAN, FABR, GART, GDES, GRPH, HUMN, ILLU, INDS, INTM, INVC, IVCA, IVCD, IVCL, IVCV, LIFE, MAAD, PHOT, PRNT, PRPB, SCIN, SCTM, SOSC, VISA, VISC, VISD, VISM.

Senior undergraduate students in good academic standing may take graduate courses at the **5000 level** from any of the following subject areas: CADN, CRCP, DHEA, DIGF, INCD, SFIN. Inquiries regarding access to 5000 level courses should be directed to the student's Faculty Office.

Students who have completed a minimum of 4.0 credits and are in good academic standing may **declare a minor**. Only open electives and general Arts & Science courses may fulfill both degree and minor requirements, subject to the credit limits stipulated in this program guide. For more information on minors: ocadu.ca/academics/minors.

Sample 4 Year Plan		Advertising
<i>Course offerings and scheduling vary by year; in some cases it may not be possible to follow the sample plan exactly as listed.</i>		
YEAR	REQUIREMENTS	COURSE CREDIT
Year 1	Specified Course(s): Take ADVR-1003, ADVR-1004, ADVR-1005 and ADVR-1006	2.0 credits
	Course Option(s): Choose one course from Category A option list	0.5 credit
	Arts & Science: Choose one course from Category F option list	0.5 credit
	Arts & Science: Choose two courses from Category G option list	1.0 credit
	Open Elective(s): Choose two courses	1.0 credit
Year 2	Specified Course(s): Take ADVR-2009, ADVR-2010, ADVR-2011 and ADVR-2012	2.0 credits
	Course Option(s): Choose two courses from Category B option list	1.0 credit
	Course Option(s): Choose one course from Category C option list	0.5 credit
	Course Option(s): Choose one course from Category D option list	0.5 credit
	Open Elective(s): Choose two courses	1.0 credit
Year 3	Specified Course(s): Take ADVR-3009, ADVR-3011 ADVR-3012 and ADVR-3013	2.0 credits
	Arts & Science: Choose two courses from Category H, I and/or J	1.0 credit
	Open Elective(s): Choose four courses	2.0 credits
Year 4	Course Option(s): Choose three courses from Category E option list	1.5 credits
	Arts & Science: Choose three courses from Category H, I and/or J	1.5 credits
	Open Elective(s): Choose four courses	2.0 credits
Notes:		
Open electives, Arts & Science courses, and Year 3 and 4 requirements, may be taken in any order, subject to meeting course prerequisites.		
Ensure that overall requirements are met (minimum and maximum requirements for year level and Arts & Science).		