

**ADVERTISING Humanities and Design Sciences Requirements**

**PROGRAM COURSES**

These classes are eligible to transfer with a grade of “B” or better from an accredited college if the course content closely resembles the requirements offered at Art Center. Introduction to Modernism is generally non-transferable.

**Human (3 units)**

Writing Studio or Writing Studio: Intensive (3) - This requirement may be fulfilled through transfer of a college level writing course (grade B or better) and successful performance on the ACCD Writing Placement Test or completion of a prior bachelor degree.

**Culture (9 units)**

Intro to Modernism (3); History of Advertising (3); Critical Practices I (3)

**Material Environment (0 units)**

n/a

**Professional Practice (6 units)**

Art of Research (3); Branding Strategies (3)

**ELECTIVE COURSES**

These courses may transfer in based on the general categories below with a grade of “C” or better from an accredited college. See the chart below for your major for the number of credits you may take in each of the categories.

**Human (6 units)**

English, Literature, Creative Writing, Foreign Languages, Philosophy, Psychology and Cognitive Psychology, Cognition, Human Anatomy/Biology, Biochemistry, Neuroscience.

**Culture (6 units)**

Art History, Design History, Photo History, Music History, Film History, History, Anthropology, Ethnography, Political Science, Sociology, Cultural Geography and Religion.

**Material Environment (9 units)**

Math or Quantitative Sciences, Astronomy, Chemistry, Geology, Natural or Marine Biology, Chemistry, Physics, Physical Geography, Nanotechnology, Oceanography, Ecology, Sustainability, Zoology, Engineering, Physical Anthropology.

**Professional Practice (6 units)**

Business, Management, Economics, Marketing, Speech/Communication, and Computer Programming. Research courses will be reviewed on a case-by-case basis.

Category	Program Courses	Elective Courses	Total Credits
Human (HMN)	3	6	9
Culture (CUL)	9	6	15
Material Environment (MAT)	0	9	9
Professional Practice (PRP)	6	6	12
<b>Total Credits</b>	<b>18</b>	<b>27</b>	<b>45</b>