



COLLEGE OF HUMAN DEVELOPMENT,  
CULTURE, AND MEDIA

SETON HALL UNIVERSITY

2023-24 CATALOGUE

# ART, DESIGN AND INTERACTIVE MULTIMEDIA



## Design | Advertising

**Total Credits: 51**

### I. Required Courses (39 credits)

*Drawing Component (choose one course from the following):*

- ADIM 1110 Drawing I
- ADIM 2317 Digital Painting\*\*
- ADIM 2230 Drawing as Design+
- ADIM 2210 Drawing II\*

\* Prerequisite ADIM 1110 Drawing I or submission of a portfolio that demonstrates basic drawing skills

+ Prerequisite ADIM 2312 Digital Art and Design I

- ADIM 1223 2D Design and Color
- ADIM 1311 Graphic Design Advertising Art I
- ADIM 2233 Typography I
- ADIM 2311 Graphic Design Advertising Art II
- ADIM 2312 Digital Art and Design I
- ADIM 2315 Web Design I
- ADIM 2318 Digital Art and Design II
- ADIM 2334 3D Packaging and Exhibition Design
- ADIM 3233 Typography II
- ADIM 4312 Practicum Design Seminar
- ADIM 2520 Social Design
- ADIM XXXX Design Research

### II. Elective Courses (12 credits)

*Complete four (4) ADIM courses to fulfill 12 credits of elective requirements*

- ADIM \_\_\_\_\_
- ADIM \_\_\_\_\_
- ADIM \_\_\_\_\_
- ADIM \_\_\_\_\_

**GRADE EARNED**      **SEMESTER COMPLETED**

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**What great minds can do.**