

IBCP Sequence Tracks

SCADnow course options

Track 3: Advertising and Branding

SCADnow degrees: B.F.A. in Advertising and Branding; B.A. in Visual Communication/Concentration in Advertising and Branding

Quarter 1	Quarter 2	Quarter 3	Quarter 4	Quarter 5
DRAW 100 Drawing I: Form and Space	DSGN 100 Design I: Elements and Organization	DIGI 130 Digital Communication	ADBR 150 Introduction to Advertising: Concept to Content	DSGN 101 Color: Theory and Application (prerequisite: DSGN 100)