

## **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](https://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](https://selfservice.ocadu.ca/student).

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

View **videos and guides** on program planning and registration at [ocadu.ca/reg-guides](https://ocadu.ca/reg-guides).

# Advertising – 2026/2027 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 ( <b>core</b> ) | 0.5 credit    |
| ADVR-1004                                | Advertising Practice: Strategy ( <b>core</b> ) | 0.5 credit    |
| ADVR-1005                                | The Idea Behind Art Direction ( <b>core</b> )  | 0.5 credit    |
| ADVR-1006                                | The Idea Behind Copywriting ( <b>core</b> )    | 0.5 credit    |
| ADVR-2009                                | Coming to Know the Consumer ( <b>core</b> )    | 0.5 credit    |
| ADVR-2010                                | The Idea Behind Storytelling ( <b>core</b> )   | 0.5 credit    |
| ADVR-2011                                | Coming to Know the Community ( <b>core</b> )   | 0.5 credit    |
| ADVR-2012                                | The Idea Behind Research ( <b>core</b> )       | 0.5 credit    |
| ADVR-3013                                | Mediated Landscapes 1 ( <b>core</b> )          | 0.5 credit    |
| ADVR-3009                                | Mediated Storytelling ( <b>core</b> )          | 0.5 credit    |
| ADVR-3011                                | The New Practitioner ( <b>core</b> )           | 0.5 credit    |
| ADVR-3012                                | Coming to Know The Culture ( <b>core</b> )     | 0.5 credit    |
| <b>Total Course Credits: 6.0 credits</b> |                                                |               |

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

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

|                                                               |                                |                    |
|---------------------------------------------------------------|--------------------------------|--------------------|
| VISD-2006                                                     | History of Graphic Design      |                    |
| VISM-2001                                                     | Introduction to Film Studies   |                    |
| VISM-2002                                                     | History of New Media Art       |                    |
| VISM-2003                                                     | Introduction to Games Studies  |                    |
| VISM-2004                                                     | Web Theory                     |                    |
| <b>Category C – Choose ONE course from the list below:</b>    |                                | <b>0.5 credit</b>  |
| BUSI-2002                                                     | Business & Social Innovation   |                    |
| 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   |                    |
| BUSI-2002                                                     | Business & Social Innovation   |                    |
| SOSC-2005                                                     | Culture and Communication      |                    |
| <b>Category D – Choose ONE course from the list below:</b>    |                                | <b>0.5 credit</b>  |
| 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          |                    |
| <b>Category E – Choose THREE courses from the list below:</b> |                                | <b>1.5 credits</b> |
| 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 1500                                                                                                                                   |                        |
| VISC-1002                                                                                                                                                                                                                  | Global Vis & Mat Cult: to Pres                                                                                                                                   |                        |
| VISC-1004                                                                                                                                                                                                                  | Contemporary Art and Design                                                                                                                                      |                        |
| Category H – Complete requirements below:                                                                                                                                                                                  |                                                                                                                                                                  |                        |
| Level 2000/<br>3000/4000                                                                                                                                                                                                   | Visual culture courses (IVCV, VISA, VISC, VISD, VISM)<br><br>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/<br>3000/4000                                                                                                                                                                                                   | Breadth elective course<br>(HUMN, IVCL, SCTM, SOSC)                                                                                                              | 0.5 credit             |
| Level 2000/<br>3000/4000                                                                                                                                                                                                   | Breadth elective courses<br>(ENGL, HUMN, IVCL, SCTM, SOSC)                                                                                                       | 1.0 credit             |
| Category J – Complete requirements below:                                                                                                                                                                                  |                                                                                                                                                                  |                        |
| Level 2000/<br>3000/4000                                                                                                                                                                                                   | Breadth elective and/or visual culture courses<br>(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/<br>2000/3000/<br>4000 or higher | Open electives | <b>6.0 credits</b> |
| <b>Total Course Credits: 6.0 credits</b>    |                |                    |

## 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](https://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   |
| <b>Notes:</b>                                                                                                                              |                                                                         |               |
| 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).                             |                                                                         |               |