

CERTIFICATE IN CREATIVE ADVERTISING

The Creative Advertising Certificate is open to all students of NewSchool interested in complementing their current major course of study with creative advertising courses specializing in ideation, creative strategy, creative direction, art direction, and copywriting. The Creative Advertising Certificate is also open to external students and professionals. **It requires the completion of 15 credits.**

■ **MD216 COPYWRITING I (3 CREDITS)** This course is an introduction to advertising writing. Through theory and practice, students learn how to solve strategic problems with creative written-communication solutions. Through a series of real-world projects, students learn how to craft taglines, headlines, and body copy that are both creatively engaging and strategically effective.

■ **MD115 ART DIRECTION I (3 CREDITS)** This course is an introduction to art direction. Students learn how to solve strategic problems with creative visual communication solutions in a series of real-world projects. Students learn how to apply their designer's skill set more conceptually to craft creatively engaging and strategically effective brand communication solutions.

■ **MD217 ART DIRECTION II (3 CREDITS)** This course builds upon the foundation established in Art Direction I. Providing a more advanced exploration of art direction, students will be challenged to further hone their conceptual visual communication skills with real-world projects incorporating both traditional and nontraditional media.

■ **MD318 COPYWRITING II (3 CREDITS)** This course builds upon the foundation established in Copywriting I. Providing a more advanced exploration of copywriting, students will be challenged to further hone their conceptual written-communication skills with real-world projects incorporating both traditional and nontraditional media.

■ **MD319 ADVANCED CREATIVE ADVERTISING CAMPAIGN (3 CREDITS)** Prior learning of art direction and copywriting for multiple mediums culminate in this capstone course, where students put their conceptual skills to work in an advanced exploration of advertising campaign creation. Utilizing strategy, ideation, art direction and copywriting, students are challenged to create cohesive, unified advertising campaigns comprised of multiple pieces delivered across various traditional and nontraditional mediums.