

BUTLER UNIVERSITY • DEPARTMENT OF ART

B.A. IN ART + DESIGN *PLUS* A SECONDARY MAJOR IN STRATEGIC COMMUNICATION (STR)

- The B.A. degree in Art + Design requires 120 credits.
 - 40 hours must be 300 or 400-level courses.
 - All art majors have Arts Event Attendance Requirements; for details, check <https://www.butler.edu/jca/for-current-students>.
- The double major of Art + Design and Strategic Communication will fulfill the following Areas of Inquiry in the University Core Curriculum: Perspectives of the Creative Arts and The Social World. In addition, the B.A. Art + Design curriculum fulfills the Indianapolis Community Requirement of the Butler University Core Curriculum; art majors fulfill the Butler Cultural Requirement because of the arts event attendance requirements for all arts majors.
- The student will be assigned a Strategic Communication advisor in addition to their Art advisor.

Semester 1

ART 105	Art History Survey 1	3
ART 107	Drawing 1	3
FYS 101	First Year Seminar	3
AR ____	Analytic Reasoning	3
STR 128	Promotional Writing 1	3

TOTAL Credit Hours: 15

Semester 2

ART 205	Art History Survey 2	3
ART 210	Professional Practices	3
FYS 102	First Year Seminar	3
COM 101	Foundations of Public Speaking	3
STR 222	Principles of Strat Comm	3

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Semester 3

ART 308	Graphic Design 1	3
ART ____	Art Elective	3
GHS ____	Global and Historical Studies	3
STR 228	Promotional Writing 2	3
STR 251	Design & Prod for Strat Com	3

TOTAL Credit Hours: 15

Semester 4

ART ____	Art Elective	3
ART ____	Art Elective	3
TI ____	Texts and Ideas	3
STR 324	Ethics & Case Problems in STR	3
SW 266-CCM	Media Literacy	3

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Semester 5

ART ____	Art Elective	3
ART ____	Art Elective	3

Semester 6

ART ____	Art Elective	3
ART ____	Art Elective	3

WB ____	Well-Being	1	NW ____	The Natural World	5
STR 327	Research Methods for STR	3	STR 330	Dig & Soc Med Market for STR	3
____	Media Law Elective	3	____	Specialization Course	3
CC Elective from approved list*		3			
TOTAL Credit Hours:		16			17

Semester 7

ART 453-ICR	Internship	3
GHS ____	Global and Historical Studies	3
STR 424	Public Comm Campaigns	3
STR ____	Elective	3
____	Specialization Course	3
TOTAL Credit Hours:		15

Semester 8

ART 411	Thesis	3
STR 440/441	STR: Pub Rel & Adv Internship	3-6
____	International Comm Elective	3
____	Communication Theory Elective	3
____	Specialization Course	3
TOTAL Credit Hours:		15-18

SUMMARY

REQUIRED ART COURSES:

ART 105	Art History Survey 1	3
ART 107	Drawing 1	3
ART 205	Art History Survey 2	3
ART 210	Professional Practices	3
ART 308	Graphic Design 1	3
ART 411	Thesis	3
ART 451/2/3-ICR	Internship	3
TWENTY-ONE credits chosen from the following:		21 (maximum of 9 in Art History*)
ART 207,307	Drawing 2,3	3,3
ART 303,313,323,423	Photography 1,2,3,4	3,3,3,3
ART 304	Depiction	3
ART 305	Animation + Video	3
ART 306	Cyanotype	3
ART 311	Function	3
ART 312*	Design: History and Theory	3
ART 314*	Art Museum Studies	3
ART 315*	Postmodernism in the Arts	3
ART 316*	Modernism in the Arts	3
ART 317-SJD*	American Art and Visual Culture	3
ART 318,328	Graphic Design 2,3	3,3
ART 319-SJD*	World History of Photography	3
ART 320-SJD*	Race, Gen & Sexuality in Cont Art	3
ART 321*	Art of Asia	3
ART 322,332,342	Painting 1,2,3	3,3,3
ART 330*	Art of Africa	3
ART 360	Sculpture	3
ART 370	Studio Practicum	3
ART 380/1/2	Special Topics in Art and Visual Cult	1,2,3
ART 401/2/3	Independent Study	1,2,3
ART 499	Honors Thesis	3
NW 216-ART	Science and Photography	5
TOTAL		42

UNIVERSITY CORE CURRICULUM:

FYS 101,102	First Year Seminar	3,3
GHS ____	Global and Historical Studies	3,3
AR ____	Analytic Reasoning	3
NW ____	The Natural World	5
TI ____	Texts and Ideas	3
WB ____	Well-Being	1
TOTAL		24

COURSES REQUIRED FOR THE STRATEGIC COMMUNICATION MAJOR:

COM 101	Foundations of Public Speaking	3
SW 266-CCM	Media Literacy	3
Communication and Culture elective from approved list*		3
STR 128	Promotional Writing 1	3

STR 222	Principles of Strategic Communication	3
STR 228	Promotional Writing 2	3
STR 251	Design and Production for STR	3
STR 324	Ethics and Case Problems in STR	3
STR 327	Research Methods for STR	3
STR 330	Digital and Social Media Marketing for STR	3
STR 424	Public Communication Campaigns	3
STR 440 or 441	STR: Public Rel & Advertising Internship	3-6
ONE course in Media Law from the following (or current equivalent): 3		
CME 432	Law and Regulation of Electronic Media	
JR 409	Media Economics and Regulation	
JR 414	Media Law	
MI 452	Entertainment Media and the Law	
ONE course in International Communication from the following (or current equivalent): 3		
JR 325	Gender and News: Global Views (can fulfill the Communication and Culture requirement)	
JR 417	Global Media (can fulfill the Communication and Culture requirement)	
ORG 359	Intercultural Communication	
STR 405	Global Strategic Communication	
ONE course in Communication Theory from the following (or current equivalent): 3		
CCM 310	Media and Cultural Theory	
CCM 315	Rhetorical Theory	
ORG 350	Contemporary Communication Theory	
STR 410	Theories of Persuasion	
STR 419	Audience Analysis and Insights	
STR 422	Consumer Culture Theory	
ONE STR elective from the following:		3
STR 321	Advertising Practices	
STR 322	Advertising Copywriting	
STR 328	Public Relations Writing	
STR 342	Strategic Communication for Nonprofits	
STR 351	Advanced Graphic Design for Strategic Comm	
STR 355	Photo Graphic Communication	
STR 356	Sports Promotion	
STR 357	Hospitality and Tourism Promotion	
STR 359	Video Graphic Communication	
STR 415	Strategic Crisis Communication	
STR 426	Special Topics in Strategic Communication	
TOTAL		48-51

Strategic Communication majors are encouraged to specialize in Advertising, Public Relations, or Advertising Creative Design, each of which requires an additional 9 credits (shown in the 8-semester plan above):

Advertising Specialization:

STR 321	Advertising Practices	3
TWO courses chosen from the following:		3,3
STR 322	Advertising Copywriting	
STR 351	Advanced Graphic Design for STR	
STR 355	Photo Graphic Communication	
STR 356	Sports Promotion	
STR 357	Hospitality and Tourism Promotion	

STR 359 Video Graphic Communication
 STR 426 Special Topics in Strategic Communication
 Other courses selected with permission of the department chair

Public Relations Specialization:

STR 328 Public Relations Writing 3
 TWO courses chosen from the following: 3,3
 AA 301 Principles and Practices of Arts Administration
 CCM 398 Argumentation and Advocacy
 ORG 315 Business and Professional Communication
 STR 342 Strategic Communication for Nonprofits
 STR 351 Advanced Graphic Design for STR
 STR 355 Photo Graphic Communication
 STR 357 Hospitality and Tourism Promotion
 STR 359 Video Graphic Communication
 STR 415 Strategic Crisis Communication
 STR 426 Special Topics in Strategic Communication
 Other courses selected with permission of the department chair

Advertising Creative Design Specialization:

STR 351 Advanced Graphic Design for STR 3
 TWO courses chosen from the following: 3,3
 STR 355 Photo Graphic Communication
 STR 359 Video Graphic Communication
 Other courses selected with permission of the department chair

****The following courses are approved to fulfill the Communication and Culture Course Requirement:***

CCM 254	Gender and Communication	3
CCM 330	Representations of Race & Diff	3
CCM 376	Film, Culture, and Criticism	3
CCM 420	Queering Film	3
CCM 468	Women and Rock	3
CCM 470	Sports, Media, and Culture	3
CCM 481	Technologies of the Body	3
CCM 482	Voices of Dissent & Social Change	3
JR 325	Gender and News: Global Views	3
JR 417	Global Media	3
SLHS 338	Language and Culture	3
SPM 458	Perspectives in Sports Media	3
STR 405	Global Strategic Communication	3