

1ST YEAR - 1ST SEMESTER					
COURSE ABBREV	COURSE DESCRIPTION	NO. OF HOURS		UNITS	PRE-REQUISITES
		LEC	LAB		
ENG 1	Introduction to College English	3	0	3	NONE
FIL 1	Komunikasyon sa Akademikong Filipino	3	0	3	NONE
THY 1	Contextualized Salvation History	-3	0	-3	NONE
VP	Visual Perception	2	3	3	NONE
TECH 1	Techniques 1	2	3	3	NONE
MAT 1	Materials 1	2	3	3	NONE
MDRPERS	Mechanical Drawing and Perspective	2	3	3	NONE
PHC	Philippine History and Culture	3	0	3	NONE
ARTHST 1	Western Arts	3	0	3	NONE
PE 1	Physical Ecuation 1	2	0	2	NONE
	ROTC			-3	
	TOTAL	22	12	26	

2ND YEAR - 1ST SEMESTER					
COURSE ABBREV	COURSE DESCRIPTION	NO. OF HOURS		UNITS	PRE-REQUISITES
		LEC	LAB		
VD 1	Visual Design 1	2	3	3	VC, TECH 2
FIGDRW 1	Figure Drawing 1	2	3	3	TECH 2
PHOTO 1	Photogaphy 1	2	3	3	NONE
ARTHST 3	Philippine Arts	3	0	3	ARTHST 2
ADPRAC 2	Introduction to Advertising and Media	3	0	3	ADPRAC 1
PHL 5	Christian Ethics	3	0	3	THY 2
ENG 3	Academic Writing Skills	3	0	3	ENG 2
DT	Design Theory	2	3	3	ARTHST 2
DWS 1	Design Workshop 1	2	3	3	NONE
PE 3	Physical Education 3	2	0	2	
NSTP	National Service Training Program			-3	
	TOTAL	24	15	26	

3RD YEAR - 1ST SEMESTER					
COURSE ABBREV	COURSE DESCRIPTION	NO. OF HOURS		UNITS	PRE-REQUISITES
		LEC	LAB		
NS 102	Earth and Life Sciences	3	0	3	NONE
SA	Socio-Anthrolopogy	3	0	3	NONE
TPD	Trade Promotions and Design	2	3	3	NONE
PROD 2	Production Methods 2	2	3	3	PROD 1
DWS 3	Design Workshop 3	2	3	3	DWS 2
PEM 1	Production For Electronic Media 1	2	3	3	VD 2, DWS 2
ADPRAC 4	Concept Development	3	0	3	ADPRAC 3
SCL 9	Marriage and Family	3	0	3	SCL 3
AD EL 1	Advertising Arts Elective 1	2	3	3	DWS 2, VD 2
	TOTAL	22	15	27	

1ST YEAR - 2ND SEMESTER					
COURSE ABBREV	COURSE DESCRIPTION	NO. OF HOURS		UNITS	PRE-REQUISITES
		LEC	LAB		
ENG 2	Reading and Thinking Skills for Academic Study	3	0	3	ENG 1
FIL 2	Pagbasa at Pagsulat Tung sa Pananaliksik	3	0	3	FIL 1
THY 2	Church and Sacraments	-3	0	-3	THY 1
TECH 2	Techniques 2	2	3	3	TECH 1
MAT 2	Materials 2	2	3	3	MAT 1
ARTHST 2	Asian Art	2	3	3	ARTHST 1
PHL 2/102	Logic	2	3	3	none
VC	Visual Communication	3	0	3	VP
ADPRAC 1	Introduction to Marketing	3	0	3	none
PE 2	Physical Education 2	2	0	2	
	ROTC			-3	
	TOTAL	22	12	26	

2ND YEAR - 2ND SEMESTER					
COURSE ABBREV	COURSE DESCRIPTION	NO. OF HOURS		UNITS	PRE-REQUISITES
		LEC	LAB		
PROD 1	Production Methods 1	2	3	3	VC, MAT 2
VD 2	Visual Design 2	2	3	3	VD 1
FIGDRW 2	Figure Drawing 2	2	3	3	FIGDRW 1
PHOTO 2	Photography 2	2	3	3	PHOTO 1
LIT 102A	Philippine Literatures	3	0	3	ENG 3
ADPRAC 3	Research and Consumer Behavior	3	0	3	ADPRAC 2
MATH 600A	Statistics	3	0	3	NONE
SCL 3	The Social Teaching of the Church	3	0	3	PHL 5
DWS 2	Design Workshop 2	2	3	3	DWS 1
PE 4	Physical Education 4	2	0	2	
NSTP	National Service Training Program			-3	
	TOTAL	24	15	26	

3RD YEAR - 2ND SEMESTER					
COURSE ABBREV	COURSE DESCRIPTION	NO. OF HOURS		UNITS	PRE-REQUISITES
		LEC	LAB		
NS 202	Man, Environment and Society	3	0	3	NS 102
PRES	Presentation Skills	3	0	3	NONE
DWS 4	Design Workshop 4	2	3	3	DWS 3
ADPRAC 5	Campaign Development and New Media	3	0	3	ADPRAC 4
PRO ETH	Professional Skills	3	0	3	NONE
PEM 2	Production for Electronic Media 2	2	3	3	PEM 1
ILLUS	Illustration	2	3	3	FIGDRW 2, TECH 2
AD EL 2	Advertising Arts Elective 2	2	3	3	AD EL 1
	TOTAL	20	12	24	

FIRST YEAR Total Units 52
with Theology 58
with ROTC 61

SECOND YEAR Total Units 58
with Theology 61

THIRD YEAR Total Units 49

ELECTIVE:

- Subject enrolled must be relevant to thesis topic or category
- Subject enrolling in additional elective subjects should:

A. Not incur more than the maximum number of units per year level

FIRST SEMESTER

- Textile Design
- Advanced Photographic Imagery
- Exhibition Design
- Events Management
- Packaging

SECOND SEMESTER

- Costume and Fashion Design
- Photography Portfolio
- Visual Merchandising
- Specific Video Application
- Computer Animation for Production

SUMMER PRACTICUM PROGRAM

Graduating students will gain practical experience in the professional environment, working with a designated supervisor at the host company. There should be 200 Practicum hours (April-May) equivalent to 3 -unit subject in the 4th year level. Practicum must be related to the course or field of specialization. Practicum must be relevant to RESMETH and THESIS (*Research Methods and Thesis*) Thesis Program requirements. The 3rd year students should submit in the 2nd semester a proposal with a job description to the Office of the Dean and Department Head of Advertising Design for interview and approval.

Summer Practicum Program/policy/guidelines/with Memo of Agreement (MOA) with the College of Fine Arts and Design (CFAD) and the said company (*ADBOARD Member Organization and Affiliates or any related reputable companies*)


Practicum is only open to qualified incoming 4th year students, offering an opportunity to work in the field of Advertising Design. A practicum is required to complete **BACHELOR OF FINE ARTS AND DESIGN, MAJOR IN ADVERTISING DESIGN.**

4TH YEAR - 1ST SEMESTER					
COURSE ABBREV	COURSE DESCRIPTION	NO. OF HOURS		UNITS	PRE-REQUISITES
		LEC	LAB		
RESMETH	Research Methods	4	6	6	AD EL 2, PRES, PROF SW
MATH 100A	Business Math	3	0	3	NONE
PSY 1	General Psychology	3	0	3	NONE
PGC	Phil Government & Constitution	3	0	3	NONE
IN-ADV	Interactive Advertising	3	0	3	DWS 4
TOTAL		16	6	22	

4TH YEAR - 2ND SEMESTER					
COURSE ABBREV	COURSE DESCRIPTION	NO. OF HOURS		UNITS	PRE-REQUISITES
		LEC	LAB		
RC	Rizal Course	3	0	3	NONE
ETAR	Economics w/ Taxation and Agrarian Reform	3	0	3	NONE
THESIS	Thesis	4	6	6	RESMETH
ST-ADV	Special Topics in Advertising	3	0	3	ADPRAC 5
TOTAL		13	6	15	

FOURTH YEAR Total Units 33

3RD YEAR - SUMMER					
COURSE ABBREV	COURSE DESCRIPTION	NO. OF HOURS		UNITS	PRE-REQUISITES
		LEC	LAB		
PROF SW	Professional Seminar/Wrokshop	0	200	3	ALL MAJOR COURSE IN 1ST-3RD YEAR
TOTAL		0	200	3	



Pontifical and Royal
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 The Catholic University of the Philippines



COLLEGE OF FINE ARTS AND DESIGN

COURSE CURRICULUM

FOR

BACHELOR OF FINE ARTS

major in

ADVERTISING ARTS

ADMINISTRATORS

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