

## 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 126 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 and the Social Justice and Diversity requirement of the Butler University Core Curriculum; art majors are exempted from 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.

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#### ***Semester 1***

ART 105	Art History Survey 1	3
ART 107	Drawing 1	3
FYS 101	First Year Seminar	3
STR 128	Promotional Writing 1	3
Language Elective** (see note)		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
AR ____	Analytic Reasoning	3
STR 222	Principles of Strat Comm	3
TOTAL Credit Hours:		15

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#### ***Semester 3***

ART 308	Graphic Design 1	3
ART ____	Art Elective	3
COM 101	Rhetoric & the Am Democracy	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
TOTAL Credit Hours:		15

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**Semester 5**

ART ____	Art-Focused SJD Elective	3
ART ____	Art Elective	3
GHS ____	Global and Historical Studies	3
PWB ____	Physical Well-Being	1
STR 327	Research Methods for STR	3
____	Media Law Elective	3
	CC Elective from approved list*	3
TOTAL Credit Hours:		19

**Semester 6**

ART ____	Art Elective	3
ART ____	Art Elective	3
NW ____	The Natural World	5
STR 329	Strategic Media Planning	3
____	Specialization Course	3
TOTAL Credit Hours:		17

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**Semester 7**

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

**Semester 8**

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

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## 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
Art-Focused Social Justice and Diversity course: Choose ONE:		3
ART 317-SJD	American Art and Visual Culture	
ART 319-SJD	World History of Photography	
ART 320-SJD	Race, Gender & Sexuality in Cont Art	

EIGHTEEN credits chosen from the following: 18 (maximum of 6 in Art History\*)

ART 207,307	Drawing 2,3	3,3
ART 303,313,323	Photography 1,2,3	3,3,3
ART 304	Depiction	3
ART 305	Animation + Video	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 322,332,342	Painting 1,2,3	3,3,3
ART 360	Sculpture	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

**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
PWB ____	Physical Well-Being	1

**TOTAL 24**

### **COURSES REQUIRED FOR THE STRATEGIC COMMUNICATION MAJOR:**

COM 101	Rhetoric and the American Democracy	3
SW 266-CCM	Media Literacy	3
Communication and Culture elective from approved list*		3
Language**	3 hours at the 204 level or above	3

*NOTE: The 204-level of a language represents the second semester of intermediate study; most students will require 3-4 semesters of language study to fulfill this requirement.*

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 Strategic Comm	3
STR 324	Ethics and Case Problems in Strategic Comm	3
STR 327	Research Methods for Strategic Comm	3
STR 329	Strategic Media Planning	3
STR 424-ICR	Public Communication Campaigns	3
STR 440,441	Strategic Communication Internship	3-6
ONE STR elective from the following:		3
STR 321	Advertising Practices	
STR 322	Advertising Copywriting	
STR 328	Public Relations Writing	
STR 332	Advertising Campaigns (AAF National Student Adv Comp)	
STR 341	Bateman Case Study Competition	
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	
ONE course in Media Law from the following (or current equivalents):		3
JR 414	Media Law	
MI 452	Entertainment Media and the Law	
ONE course in International Communication from the following (or current equivalents):		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)	
STR 405	Global Strategic Communication	
ONE course in Communication Theory from the following (or current equivalents):		3
CCM 310	Media and Cultural Theory	
CCM 315	Rhetorical Theory	
STR 419	Consumer Insights	
STR 422	Consumer Culture Theory	

**TOTAL**

**51-54**

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 332	Advertising Campaigns (AAF National Student Adv Comp)	
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

**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  
CCM 470 Sports, Media, and Culture (can fulfill the Communication and Culture requirement)  
ORG 358 Communication and Social Responsibility  
STR 341 Bateman Case Study Competition  
STR 342 Strategic Communication for Nonprofits  
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

**Advertising Creative Design Specialization:**

STR 351 Advanced Graphic Design for Strat Comm 3  
TWO courses chosen from the following: 3,3  
STR 355 Photo Graphic Communication  
STR 359 Video Graphic Communication  
Any design-focused course approved by your advisor (STR, ART, DMP, etc.)

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**\*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  
STR 405 Global Strategic Communication 3