

ADVERTISING, PR AND MEDIA DESIGN (APRD)

Courses

APRD 1000 (3) Creative Industries

Explores creative and strategic thinking and the many industries involved in creating brand communication as well as these industries growing interdependence in a changing media landscape. Considers technology's impact and the effect of commercial culture on an increasingly diverse society.

APRD 1001 (3) Creative Concepts

Introduces students to a disciplined process that is used to create innovative solutions across commercial communication fields. Emphasizes approaches to problem identification and solution that combine research and human insight with a variety of creative thinking techniques. Topics include need finding, structured brainstorming, rapid sketching, storytelling and visual communication.

Requisites: Requires a prerequisite course of APRD 1000 or JOUR 2403 (minimum grade C-). Restricted to Strategic Communication (STCM) or Advertising (JADV) majors only.

APRD 1002 (3) Introduction to Branding

Designed to help students acquire a basic understanding of brand and brand culture. Emphasis on theories and practical problems to learn effective ways of building a strong brand strategy. Encompasses every facet of making strategic decisions for a brand. Involves understanding the content a consumer requires, how the consumer will come in contact with the brand and what is the goal of the relationship between consumer and content.

Requisites: Requires a prerequisite course of APRD 1000 (minimum grade C-). Restricted to Strategic Communication (STCM) or Advertising (JADV) majors only.

APRD 1003 (3) Principles of Strategic Communication

Introduces the foundations, nature, and practices of advertising and public relations and the various industry functions - including account management, market research, account planning, media planning, creative strategy, creative execution, branding, image reputation and crisis management. This course offers historical, organizational, financial, creative and critical perspectives concerning strategic communication.

Grading Basis: Letter Grade

APRD 1004 (1) Fundamentals of Grammar

Teaches students the basic rules of grammar, punctuation, word choice and sentence structure so that they can write clear and concise messages that convey a desired meaning, apply punctuation in an accurate and effective manner, and differentiate between style conventions.

Grading Basis: Letter Grade

APRD 2000 (3) Principles of Advertising

Explores the practice of advertising from a variety of viewpoints including advertisers, agencies and the public. Students will examine advertising via successful campaigns for some of the world's most iconic brands. Topics include history and evolution of the industry, the process of creating ideas in a multi-disciplinary world and challenge of advertising to act ethically and responsibly within society. Cannot be taken concurrently with APRD 2002 or APRD 2003.

Requisites: Requires prerequisite courses of APRD 1001 and APRD 1002 (all minimum grade C-). Restricted to Strategic Communication (STCM) majors only.

APRD 2001 (3) Strategic Thinking in Advertising and Public Relations

Reviews historical and contemporary views of critical and strategic thinking, as well as strategic practices utilized in advertising, branding, and public relations through the use of readings, exploration of case studies, lectures, individual and group exercises, and client projects.

Requisites: Requires a prerequisite course of APRD 1003 or APRD 1000 (minimum grade C-). Restricted to Strategic Communication (STCM) majors only.

Grading Basis: Letter Grade

APRD 2002 (3) Principles of Public Relations

Overview of public relations practice and theory including history, media channels and relations, legal and ethical concerns, international and diverse perspectives, and career options. Cannot be taken concurrently with APRD 2000 or APRD 2003.

Requisites: Requires prerequisite courses of APRD 1001 and APRD 1002 (all minimum grade C-). Restricted to Strategic Communication (STCM) majors only.

APRD 2003 (3) Principles of Design

Provides a comprehensive survey of the ideas, events, and individuals that determined the design of information, objects, culture, and commerce across societies. Students will examine the social, political and cultural contexts that have shaped media design and the ideologies and relationships of similar movements in art and architecture. Cannot be taken concurrently with APRD 2000 or APRD 2002.

Requisites: Requires prerequisite courses of APRD 1001 and APRD 1002 (all minimum grade C-). Restricted to Strategic Communication (STCM) majors only.

APRD 2004 (3) Introduction to Research Methods and Insights

Provides students with the fundamental skills necessary to develop research-based strategies to address challenges faced by advertising, public relations, and marketing professionals in their efforts to address client communication needs.

Requisites: Requires a prerequisite course of APRD 1003 or APRD 1000 (minimum grade C-). Restricted to Strategic Communication (STCM) majors only.

Grading Basis: Letter Grade

APRD 2005 (3) Strategic Communication Writing

Introduces students to strategic writing across multiple media platforms, and demonstrates the different forms of writing used in the strategic communication subfields. Students will learn strategies for crafting and delivering effective messages to target audiences.

Requisites: Requires prerequisite courses of APRD 2001 and APRD 2004 or APRD 1001 and APRD 1002 (minimum grade C-). Restricted to Strategic Communication Design (STCM) majors only.

Grading Basis: Letter Grade

APRD 2006 (3) Software and Design Applications

Equips students with the practical knowledge and critical skills necessary to effectively employ visual design in advertising and public relations practice. Students will be introduced to both the fundamental principles of graphic design and the technical tools used to bring design ideas to life.

Requisites: Requires prerequisite courses of APRD 2001 and APRD 2004 or APRD 1001 and APRD 1002 (minimum grade C-). Restricted to Strategic Communication Design (STCM) majors only.

Grading Basis: Letter Grade

APRD 3000 (3) Intermediate Creative Concepts

Explores both strategic and creative thinking and examines approaches to narrative storytelling as a tool for telling overarching brand stories.

Students use the foundation to develop creative briefs and advertising campaigns. Instructor consent required.

Repeatable: Repeatable for up to 6.00 total credit hours.

Requisites: Requires a prerequisite course of APRD 2003 (minimum grade C-). Restricted to Strategic Communication (STCM) majors only.

APRD 3001 (3) Intermediate Design Concepts

Students are introduced to design elements and principles, research and visual storytelling. They are challenged to communicate intellectual, sensory and emotional concepts by learning a visual vocabulary of type, color, and form expressed in a variety of mediums and dimensions.

Repeatable: Repeatable for up to 6.00 total credit hours.

Requisites: Requires a prerequisite course of APRD 2003 (minimum grade C-). Restricted to Strategic Communication (STCM) majors only.

APRD 3002 (3) Communication Platforms, Planning Strategies and Tactics

Concentrates on strategies and tactics advertisers and marketers use to communicate their brand stories to their desired audiences. These include traditional media planning and placement - TV, print, radio, and out-of-home - as well as new areas like digital, social, and experiential approaches to communications. Students will learn how to create, develop, and present communication plans and campaigns in an interactive and fast-paced environment.

Requisites: Requires prerequisite courses of APRD 2005 and APRD 2006 or APRD 2000 (minimum grade C-). Restricted to Strategic Communication (STCM) majors only.

Grading Basis: Letter Grade

APRD 3003 (3) Strategic Communication Research Methods

Provides an opportunity to use and master quantitative and qualitative research methods. Students conduct research and analyze data to determine the target relationship with specific product categories and identify the emotional and practical needs that create brand relationships.

Requisites: Requires a prerequisite course of APRD 2000 or APRD 2002 (minimum grade C-). Restricted to Strategic Communication (STCM) majors only.

APRD 3004 (3) Account Management

Examines managerial and decision making processes of advertising and related brand communication functions. Emphasis on determining opportunities, integrating with other elements of the promotion mix, setting objectives, establishing budgets, and measuring advertising and communication effectiveness.

Requisites: Requires a prerequisite course of APRD 2000 or JOUR 2403 (minimum grade C-). Restricted to Strategic Communication (STCM) or Advertising (JADV) majors only.

APRD 3005 (3) Content Strategy and User Engagement

Explore and understand the importance of content as a brand building tool. Students will gain the ability to use analytics to create strategy that allows the brand to have meaningful and cohesive conversation with its community.

Requisites: Requires a prerequisite course of APRD 2000 or APRD 2002 (minimum grade C-). Restricted to Strategic Communication (STCM) majors only.

Grading Basis: Letter Grade

APRD 3006 (3) History of Advertising

Explores the critical moments in advertising history from the start of the Industrial Revolution through the current post digital era.

Requisites: Requires a prerequisite course of APRD 2000 or 2002 or 2003 or 1003 (minimum grade C-).

Grading Basis: Letter Grade

APRD 3007 (3) Curiosity for Strategists

Introduces students to the practice of curiosity as the basis of creative problem solving. Students will participate in exercises and exploration based projects to increase productive curiosity, critical thinking and creative products, which will inform the development of integrated marketing communication campaigns.

Requisites: Requires a prerequisite course of APRD 2000 (minimum grade C-). Restricted to Strategic Communication (STCM) majors only.

Grading Basis: Letter Grade

APRD 3008 (3) Qualitative Research Methods

Exposes students to the principles and methods of qualitative methodology including interviews, focus groups and ethnography. Explores how these methods inform the practice of strategic communication.

Requisites: Requires a prerequisite course of APRD 2000 (minimum grade C-). Restricted to Strategic Communication (STCM) majors only.

Grading Basis: Letter Grade

APRD 3009 (3) Branding Solutions

Explains the value of a brand in a marketing and advertising environment: how to build, manage, and protect a brand. Specific areas covered include what a brand is and why it matters, how a brand creates value, ways to measure and understand the value of a brand, managing new and established brands, and the role of consumer insight in managing a brand.

Requisites: Requires prerequisite courses of APRD 2005 and APRD 2006 (minimum grade C-). Restricted to Strategic Communication (STCM) majors only.

Grading Basis: Letter Grade

APRD 3010 (3) Consumer Insights

Teaches students how to determine the emotional as well as the practical needs that drive the use of a particular category of products or services. Using a variety of qualitative research methods, as well as survey research, students will learn how to identify consumer insights and brand insights for purposes of building a creative strategy.

Requisites: Requires prerequisite courses of APRD 2005 and APRD 2006 (minimum grade C-). Restricted to Strategic Communication (STCM) majors only.

Grading Basis: Letter Grade

APRD 3100 (3) Design for Digital Media

Explores how to create and produce effective and engaging designs for dynamic information across a variety of screens while maintaining brand identity. Extending the design principles learned in previous classes, the student will concept for user interfaces (UI) and navigational frameworks that optimize usability, accessibility.

Requisites: Requires prerequisite course of APRD APRD 3001 or JOUR 3503 (minimum grade C-). Restricted to Strategic Communication (STCM) majors only.

APRD 3102 (3) Story Design I

Explores the development of interactive concepts that meet the strategic brief's brand objectives. Emphasis is placed first on developing strong digital ideals. Students also master the styles appropriate for different digital media and then use those skills.

Requisites: Requires prerequisite of APRD 2003 (minimum grade C-). Restricted to Strategic Communication (STCM) majors only.

APRD 3103 (3) Strategic Writing for Public Relations

Emphasizes communication tactics: How to plan, write, and produce public relations tools; select audience and media; utilize print and electronic media. Focuses on Associated Press style and advanced writing techniques.

Requisites: Requires prerequisite courses of APRD 2005 and APRD 2006 or APRD 2002 (minimum grade C-). Restricted to Strategic Communication (STCM) majors only.

Recommended: restricted to the public relations track within the STCM major.

Grading Basis: Letter Grade

APRD 3104 (3) Digital Storytelling for Public Relations

Provides students a new skill set in digital storytelling ideas, production, and analysis. Students will develop the skills to produce creative online stories that will reach strategic audiences. We will look at the changing roles of the storyteller in news, promotion, and public relations while discussing and analyzing media consumption habits that encourage a seamless transition from consumer to creator. This course is designed for public relations students within the strategic communication major.

Requisites: Requires prerequisite courses of APRD 2005 and APRD 2006 (minimum grade C-). Restricted to Strategic Communications (STCM) majors only.

Grading Basis: Letter Grade

APRD 3105 (3) Public Relations Strategy and Implementation

Exposes students to concepts in strategic planning and implementation of public relations efforts. Students will come to understand the organization's internal and external communications and identify potential crises in the development of public relations strategy. This class provides an overview of the public relations process and its application to the development of strategy. Students will also understand implementation and evaluation of strategy.

Requisites: Requires prerequisite courses of APRD 2005 and APRD 2006 (minimum grade C-). Restricted to Strategic Communications (STCM) majors only.

Recommended: restricted to public relations track within STCM.

Grading Basis: Letter Grade

APRD 3112 (3) International Public Relations

Introduces students to the cultural, social and economic issues relevant to strategic communication in the global arena. Provides students with the foundational tools necessary to both understand and effectively navigate the often complex world of strategic intercultural communication. Specific topics will include exploration of the contextual factors that influence public relations practice in different nations/regions, discussion of the various theoretical models that govern global PR practice and critical evaluation of international PR case studies/campaigns.

Requisites: Requires a prerequisite course of APRD 2002 (minimum grade C-). Restricted to Strategic Communication (STCM) majors only.

Grading Basis: Letter Grade

APRD 3300 (3) Crisis Communication in Public Relations

Explores theories and research related to public relations communication before, during and after a crisis; examines the fundamentals of organizational communication, crisis management and strategic planning.

Requisites: Requires prerequisite course of APRD 3103 (minimum grade C-). Restricted to Strategic Communication (STCM) majors only.

Grading Basis: Letter Grade

APRD 3301 (3) Social Media Strategies for Public Relations

Emphasis on how social media and internet marketing influence public relations; understand the fundamentals and best practices in social media management, visual communication and mobile applications.

Requisites: Requires prerequisite course of APRD 2000 or APRD 2002 or APRD 2003 (minimum grade C-). Restricted to Strategic Communication (STCM) majors only.

Grading Basis: Letter Grade

APRD 3302 (3) Case Studies in Public Relations

Designed to help develop and refine critical thinking in selecting, creating and applying tools, techniques and principles of public relations to a variety of managerial cases and problem situations.

Requisites: Requires a prerequisite course of APRD 2002 (minimum grade C-). Restricted to Strategic Communication (STCM) majors only.

Grading Basis: Letter Grade

APRD 3304 (3) History of Advertising

Explores the critical moments in advertising history from the start of the Industrial Revolution through the current post digital era.

Requisites: Requires a prerequisite course of APRD 2000 (minimum grade C-). Restricted to Strategic Communication (STCM) majors only.

Grading Basis: Letter Grade

APRD 3500 (3) Story Design II

Explores the uses of story and how the design of story must adapt to different platforms and genres, including both short- and long-form narratives, visual narrative, film, personal essay and advertising copy writing.

Requisites: Requires a prerequisite course of APRD 2003 (minimum grade C-). Restricted to Strategic Communication (STCM) majors only.

Grading Basis: Letter Grade

APRD 3503 (3) Concepting

Teaches techniques and develops personal discipline inherent to the generation of novel, sophisticated creative work based on a solid concept; the distinctive, guiding idea that drives campaign messages. Assignments are evaluated in group critiques and each student completes a final portfolio by semester's end. Enrollment is restricted to STCM majors admitted to the advertising creative track.

Requisites: Requires prerequisite courses of APRD 2005 and APRD 2006 (minimum grade C-). Restricted to Strategic Communication Design (STCM) majors only.

Recommended: restricted to public relations track in STCM.

Grading Basis: Letter Grade

APRD 3523 (3) The Art and Strategy of Science Communication: Branding Climate Change

Integrating the science of climate change and science communication with the research, strategy and execution practices of strategic communication (e.g., advertising and public relations).

Equivalent - Duplicate Degree Credit Not Granted: EBIO 3523

Grading Basis: Letter Grade

APRD 3700 (1-3) Field Study in Strategic Communication

Creates an immersive experience for students in regards to the history, business practices and current thinking of top industry companies. Students will first complete course work at CU Boulder and then travel to major industry hubs to visit advertising, design, PR and other marketing communication companies.

Repeatable: Repeatable for up to 6.00 total credit hours. Allows multiple enrollment in term.

Requisites: Requires a prerequisite course of APRD 1000 (minimum grade C-). Restricted to College of Media, Communication Information (CMCI) or Business (BUSN) majors only with 60-180 units completed.

Grading Basis: Letter Grade

APRD 4000 (3) Public Relations Event Planning

Introduces students to the planning and execution of special events. Specifically, the course will locate special event planning within the broader context of organizational strategy and will introduce students to project management through proposal development, scheduling, budgeting and evaluation components that underlie successful event production. Will culminate in the execution of a full-scale event near the end of the semester.

Requisites: Requires a prerequisite course of APRD 3103 (minimum grade C-). Restricted to Strategic Communication (STCM) majors only.

Grading Basis: Letter Grade

APRD 4010 (3) Strategic Health Communication

Introduces students to theory, research and contemporary concerns in health communication. Focuses on strategic communication for public service and public education campaigns related to health. Includes advertising and health promotion, community relations, public service programs, advocacy, online communities and social media management.

Requisites: Requires a prerequisite course of APRD 3103 (minimum grade C-). Restricted to Strategic Communication (STCM) majors only.

Grading Basis: Letter Grade

APRD 4100 (3) Brands and Culture

Explores the intersection between culture and marketing communication. Students will examine brand communities, brand and category culture as well as popular culture and the impact on and within marketing communication. The goal is for students to become more aware of the importance of culture in the ability of communication to disrupt the status quo within a market.

Requisites: Requires a prerequisite course of APRD 2000 or APRD 2002 (minimum grade C-). Restricted to Strategic Communication (STCM) majors only with a minimum of 70 hours.

Grading Basis: Letter Grade

APRD 4101 (3) Advertising Media Planning

Examine how owned, earned and paid (or traditional and non-traditional) media campaigns are planned, budgeted, executed and evaluated.

Requisites: Requires a prerequisite course of APRD 2000 (minimum grade C-). Restricted to Strategic Communication (STCM) majors only with a minimum of 70 hours.

Grading Basis: Letter Grade

APRD 4102 (3) Sustainable Brand Practices: Ethics Cases in Advertising and PR

Explore contemporary issues and ethics cases in advertising and public relations and how these practices impact the long-term success of a brand. Students will explore branding concepts and theories of ethics to examine some of the current controversies in which advertising and public relation campaigns are involved and how these issues can be dealt with in an ethical and socially responsible manner.

Requisites: Requires a prerequisite course of APRD 2000 or APRD 2002 (minimum grade C-). Restricted to Strategic Communication (STCM) majors only with a minimum of 70 hours.

Grading Basis: Letter Grade

APRD 4300 (3) Strategic Communication Analytics and Metrics

Provide students with a base knowledge of analytics and metrics used in strategic communication. Students will learn how to obtain and clean big data, how to analyze and turn it into insights and how to present and communicate insights into actionable recommendations.

Requisites: Requires a prerequisite course of APRD 2000 or APRD 2002 (minimum grade C-). Restricted to Strategic Communication (STCM) majors only with a minimum of 70 hours.

Grading Basis: Letter Grade

APRD 4403 (4) Strategic Communication Campaigns

Gives students the opportunity to work in small groups to develop material for an actual client. Examines basic principles of group dynamics and effective teamwork while conducting research, developing strategies and creating a multimedia campaign. All work is presented to the client.

Requisites: Requires prerequisite course of APRD 3000 or APRD 3001 or APRD 3002 or APRD 3003 or APRD 3004 or JOUR 3503 or JOUR 3463 (minimum grade C-). Restricted to Strategic Communication (STCM) or Advertising (JADV) majors only with a minimum of 85 hours.

Additional Information: Departmental Category: Advertising Media Design

APRD 4404 (3) Advanced Ad Campaigns NSAC

Work and design an ad campaign for a real world client through the National Student Advertising Competition (NSAC).

Repeatable: Repeatable for up to 6.00 total credit hours.

Requisites: Requires a prerequisite course of APRD 3000 or APRD 3001 or APRD 3002 or APRD 3003 or APRD 3004 (minimum grade C-).

Restricted to Strategic Communication (STCM) majors only with a minimum of 80 hours completed.

Grading Basis: Letter Grade

APRD 4453 (3) Advertising and Society

Examines criticisms and contributions of advertising in society and the economy.

Requisites: Restricted to College of Media, Communication, and Information (CMCI) students with a minimum of 73 hours taken.

Additional Information: Departmental Category: Advertising Media Design

APRD 4501 (3) Design for Social Innovation

Provides an introduction to design thinking as a means to drive social change and solve real-world problems. This studio class is project based and asks students to experiment with new behaviors of work and learning, including: collaboration, iteration, prototyping, empathizing, craft and inference. Field work and collaboration with teammates are required.

Requisites: Requires prerequisite course of APRD 2003 (minimum grade of C-).

Grading Basis: Letter Grade

APRD 4503 (3) Portfolio 1

Enhances student conceptual abilities and generates both print and integrated multimedia campaigns. Students work in teams to develop an extensive body of work that's exhibited in an awards show judged by advertising professionals. Instructor consent required.

Requisites: Requires a prerequisite course of APRD 3000 or JOUR 3503 (minimum grade C-). Restricted to Strategic Communication (STCM) majors only.

Additional Information: Departmental Category: Advertising Media Design

APRD 4504 (3) Copywriting Seminar

Offers an intensive exploration of the craft across a variety of genres. Students gain an understanding of the power of words and the use of distinctive voices, with implications for strategic advertising copywriting. Students are also expected to research and write creative briefs.

Copywriters take this course with APRD 4506 - Advertising Track Portfolio I.

Requisites: Requires prerequisite course of APRD 3503 (minimum grade C-) and corequisite course of APRD 4506. Restricted to Strategic Communications (STCM) majors only.

Recommended: restricted to advertising creative track in STCM.

Grading Basis: Letter Grade

APRD 4505 (3) Art Direction Seminar

Offers an in-depth examination of formal graphic design principles and their application in advertising via lectures, reading assignments, and projects. Topics include color theory, typography, and layout as well as applied skills associated with an art director's daily work. Art directors take this course with APRD 4506 - Creative Track Portfolio I.

Requisites: Requires prerequisite course of APRD 3503 (minimum grade C-) and corequisite course of APRD 4506. Restricted to Strategic Communications (STCM) majors only.

Recommended: restricted to the advertising track in STCM.

Grading Basis: Letter Grade

APRD 4506 (3) Creative Track Portfolio Development I

Focuses on the development and execution of portfolio pieces reflecting the pursuit of sound strategic and conceptual thinking. All work is done by art director/writer teams, and finished executions are produced as the process of portfolio building begins. This work is reviewed by a jury of creative professionals at an end-of-semester critique.

Requisites: Requires prerequisite course of APRD 3503 (minimum grade C-) and corequisite courses of APRD 4504 or APRD 4505. Restricted to Strategic Communications (STCM) majors only.

Recommended: restricted to the advertising track in STCM.

Grading Basis: Letter Grade

APRD 4523 (3) Portfolio 2

Gives students an opportunity to develop an extensive body of work. Students create integrated campaigns, which include print, digital and guerilla ideas. Final portfolios are critiqued by both faculty and outside reviewers. Instructor consent required.

Requisites: Requires a prerequisite course of APRD 4503/JOUR 4503 (minimum grade C-). Restricted to Strategic Communication (STCM) majors only.

Additional Information: Departmental Category: Advertising Media Design

APRD 4543 (3) Strategic Brand Management

Examines the theory of branding: what brands are, how brands are created and measured, as well as strategies for managing brands and brand communication.

Requisites: Requires a prerequisite course of APRD 3002 or APRD 3103 (minimum grade C-). Restricted to Strategic Communication (STCM) majors only with a minimum of 70 hours.

Additional Information: Departmental Category: Advertising Media Design

APRD 4600 (3) Design Portfolio I

Develop a variety of design concepts and execute them at a professional level. Students are assigned projects typical of those handled by design firms to demonstrate their ability in areas such as branding, product design, interaction design, etc. Students will also design their own online portfolio. Creative work is presented in a juried show at the end of the semester. Department requisite: students must apply with a portfolio, the quality will determine enrollment.

Requisites: Requires a prerequisite course of APRD 3001 (minimum grade C-).

Grading Basis: Letter Grade

APRD 4601 (3) Design Portfolio II

Refine the skills learned in APRD 4600 and further development of work at a professional level. With help from visiting professionals, students continue to develop a body of work that provides their mastery of user-centered design and branding across a variety of real-world assignments. The final portfolio is judged in the student creative show, juried by design professionals. Department prerequisite: students must apply with a portfolio, the quality will determine enrollment.

Requisites: Requires a prerequisite course of APRD 3001 (minimum grade C-).

Grading Basis: Letter Grade

APRD 4700 (3) Advertising Intensive

Immerses students in the process of creating successful communication and deepens their understanding of current industry standards and practices. Students will learn, develop and execute all aspects of the communication process under the guidance of professionals. Offered Maymester only.

Requisites: Requires a prerequisite course of APRD 1000 (minimum grade C-). Restricted to students with 57-180 credits (Junior or Senior) Strategic Communication (STCM) majors only.

Grading Basis: Letter Grade

APRD 4841 (1-4) Undergraduate Independent Study

Repeatable: Repeatable for up to 6.00 total credit hours. Allows multiple enrollment in term.

APRD 4873 (1-3) Special Topics

Special Topics

Repeatable: Repeatable for up to 15.00 total credit hours. Allows multiple enrollment in term.

Requisites: Restricted to Strategic Communication (STCM) majors only with 57-180 credits (Juniors or Seniors)

Additional Information: Departmental Category: Advertising Media Design

APRD 4931 (1-6) Internship

Repeatable: Repeatable for up to 6.00 total credit hours. Allows multiple enrollment in term.

Requisites: Requires pre-requisite of APRD 3000 or APRD 3001 or APRD 3002 or APRD 3003 or APRD 3004 or APRD 3103 or All require a grade of C- or higher.

Grading Basis: Pass/Fail

APRD 5001 (3) Brand Design Studio 1

Focuses on the challenges of designing brands targeted to customer needs and desires. The course is structured around the process of identifying brand opportunities, idea generation, design, testing and launch opportunities. Through a series of projects, students address aspects of practice and theory, from brand adaptation of cultural values to maintenance of brand integrity and global design strategies. Where applicable, case studies will supplement studio execution.

Grading Basis: Letter Grade

APRD 5002 (3) Experiential Design Studio 1

Provides a comprehensive understanding of design thinking and its processes to design innovative branded experiences and exchanges in a variety of strategic communication contexts. Students learn design methods applications that can be applied not only to experiential design, but to a problem where design thinking is meaningful to branded experiences. They learn standard and currently practiced design methods and, through repeated application, internalize them into a personal design aesthetic.

APRD 5003 (3) Brand Design Studio 2

Builds on and extends concepts and executions covered in Brand Design 1. While BD Studio 1 grounds the students in core branding concepts and applications, BDS 2 expands both executional skillsets and conceptual frameworks through the development of a unified theory of branding that transforms objects into meaning bearers. Through research, strategic definition, identity, expression, communications and behavior study, students will learn how to create opportunities for complex, meaning centered relationships between people and things.

APRD 5004 (3) Experiential Design Studio 2

Builds on and extends concepts and applications introduced in Experiential Design Studio 1 with a concerted focus on prototyping quickly and often the best way to both communicate and improve one's design. Integrates prototyping activities, along with research and testing techniques, into every stage of the design process. Students will learn how to choose the appropriate method to suit different dimensions of a design problem at different stages in the process and the pitfalls of each approach.

APRD 5005 (3) Critical Making Studio 1

Introduces students to the communication design possibilities of critical making by exploring the conceptual process, research and key questions framed through an iterative approach to problem solving. The learning experience includes hands-on, embodied approaches to problems that generate innovative solutions by crossing the divide between thinking and making and between the screen and physical environments.

APRD 5006 (3) RE: Studio 1

Brings students' attention to design as a form of social innovation and develops awareness of the social, political and economic contexts of design. They become literate in re the often implicit narratives embedded in design products and services, then use scenarios and storytelling to generate new strategies, build and test prototypes and write a case study detailing what was learned.

Grading Basis: Letter Grade

APRD 5007 (3) Critical Making Studio 2

Turns from software to a focus on hardware and physical computing by literally and figuratively disassembling objects: using prototyping, reverse engineering, hardware hacking and circuit bending, design fiction and electronics fabrication (i.e., Arduino, raspberry pi and more). All of this takes place in a shared, open learning environment where students and faculty critically engage with a range of digital production tools and integrates them into ordinary life.

Grading Basis: Letter Grade

APRD 5008 (3) RE: Studio 2

Develops awareness of and access to necessary tools, smart objects for example, that can enable complex dynamics among people, objects and information via a combination of physical and digital design methods, all with an eye to design driven innovation for social change. This course shifts the usual strategic communication design point of view from the typical perspective of "trend noise" and market driven models to identifying actual problems and providing possible design solutions to those problems.

Grading Basis: Letter Grade

APRD 5010 (1-3) Design Sprint

Executes a five-day, immersive process for answering critical business questions through design, prototyping and testing ideas with sponsoring industry partners. The outcome is a fully functional prototype that is demoed and evaluated on the final day of the sprint. This project based studio is team taught and process based. The tangible outcomes from the project, along with documentation of the process, will go into the students' professional portfolios.

Repeatable: Repeatable for up to 3.00 total credit hours. Allows multiple enrollment in term.

APRD 5011 (1-6) Book Lab

Dedicated to building out an industry ready professional portfolio, this immersive studio consists of four client facing project sponsored by and developed in collaboration with the program's industry partners. In a series of three-week intensives, students will work from design briefs to concept, design and solve a variety of design problems for real world clients. Ranging from finished supercomps to functional prototypes - physical, video, projections mapping, etc. - students to market portfolios will demonstrate their command of strategic communication design across a range of media platforms.

Repeatable: Repeatable for up to 6.00 total credit hours.

Grading Basis: Letter Grade

APRD 5012 (3) Entrepreneurship and Product Innovation by Design

Results in learning how to both think like an entrepreneur and develop innovative products and experiences competitive with the most successful startups in Boulder. Taught by successful entrepreneurs sharing valuable insight into the skills, mindset, and culture that results in the design of innovative products and experiences.

Grading Basis: Letter Grade

APRD 5013 (3) Brand Design Studio 3: Sensational Branding

Explores both the theory and the practices of identity and branding through the creation of a series of projects related to the senses. Most of our visual world is made up of one or more identity components—from the basic form and structure of something to the specific experience which a brand provides.

Grading Basis: Letter Grade

APRD 5014 (3) Experience Design Studio 3

Introduces students to advanced practices and tools of the experience design profession. Topics vary to reflect current and emerging trends in the profession, but the core focus of the course consists of three broad themes: information design principles, understanding and defining user behaviors, and designing for emerging cross-channel experiences.

Grading Basis: Letter Grade

APRD 5015 (3) Brand Design Studio 4: Sustainability

Takes an in-depth look into engagement with challenges of designing for sustainability. Moves beyond the cradle to grave approach to designing for cradle to cradle with immersion into design ethics and the power of visual communication. Students are taken beyond the project brief to investigate why a brand or service should exist and the consequences of its existence.

Grading Basis: Letter Grade

APRD 5016 (3) Experience Design Studio 4

Organizes our annual inquiry and execution of a real-world project around an essential question in design, such as "Can design make us empathetic problem solvers?" Curated by our faculty and executed in collaboration with our industry partners, Experience Design Studio 4 pairs students with teams from design-driven companies to develop advanced projects over the course of a full semester.

Grading Basis: Letter Grade

APRD 5017 (3) Critical Making Studio 3

Employs advanced hands-on hardware practice for reflection, analysis, and comprehension of the physicality of computation and communications infrastructures. Through deconstruction of objects students will learn to interpret and intervene through formalized practices and techniques in the material layer of digital technologies, including: the use of prototyping, hardware hacking and circuit bending, the use of design fictions, reverse engineering, and electronics fabrication.

Grading Basis: Letter Grade

APRD 5019 (3) Critical Making Studio 4

Functions as a studio intensive to enable designers to conceive of objects as "interventions" and how artifact design can mediate interactions—between multiple audiences—making interaction a primary influence and component of the design. Students design an intervention of a public space that is unequivocally physical or elaborate through technologies with a goal of encouraging interaction, socialization, and sustainable change.

Grading Basis: Letter Grade

APRD 5841 (1-3) Graduate Independent Study

Repeatable: Repeatable for up to 6.00 total credit hours. Allows multiple enrollment in term.

Requisites: Restricted to graduate students only.

APRD 5851 (1-6) Graduate Professional Project

Repeatable: Repeatable for up to 6.00 total credit hours.

Requisites: Restricted to graduate students only.

APRD 5931 (1-3) Internship

Repeatable: Repeatable for up to 3.00 total credit hours.

Requisites: Restricted to graduate students only.

APRD 6342 (3) Digital Advertising

Covers both traditional and emerging digital advertising methods, the popular platforms used to execute ads, and the leading analytic tools that can be used to assess advertising performance. Core advertising platforms covered include search, display, social media, native advertising, sponsored content and mobile. This class focuses on best practices and Key Performance Indicators that go with each advertising platform. Department consent required.

Requisites: Restricted to MS Business Analytics (BUAN-MS) majors only.

Grading Basis: Letter Grade

APRD 6343 (3) Applications of Advanced Statistical Techniques in Advertising

Building upon prior data acquisition and analysis coursework, students will effectively and flexibly generate advanced statistical models in a digital advertising-specific context. This course will focus on data originating from a variety of digital advertising sources. In addition to technical skill acquisition, students will learn how to interpret results and present them to clients and management. Department consent required.

Requisites: Restricted to MS Business Analytics (BUAN-MS) majors only.

Grading Basis: Letter Grade

APRD 6871 (1-3) Special Topics

Repeatable: Repeatable for up to 15.00 total credit hours. Allows multiple enrollment in term.

Requisites: Restricted to graduate students only.

APRD 6940 (1) Master's Degree Candidate

Requisites: Restricted to graduate students only.

Grading Basis: Pass/Fail

APRD 6951 (1-6) Master's Thesis

Repeatable: Repeatable for up to 6.00 total credit hours.

Requisites: Restricted to graduate students only.

APRD 7001 (3) ProSeminar in Mass Communication Theory I

Discusses prominent theoretical and methodological points of view in journalism studies and strategic communication that range from social science to critical studies to the humanities. The premise is that methods are driven by research questions, so there is no best way to conduct research. You should leave this course with an understanding of how to address various mass communication phenomena.

Equivalent - Duplicate Degree Credit Not Granted: JRNL 7001

Requisites: Restricted to graduate students only.

Grading Basis: Letter Grade

APRD 7002 (3) Research Design

Adopts a holistic and creative approach to bridging theory with method for the purpose of research design. Students learn how to bridge theory and method, exploring research designs that effectively address research questions and hypotheses through elaboration of theoretical and operational linkages.

Equivalent - Duplicate Degree Credit Not Granted: JRNL 7002

Requisites: Requires prerequisite courses of APRD 7003 and MDRP 7051 and MDRP 7061 (all minimum grade C-). Restricted to graduate students only.

Grading Basis: Letter Grade

APRD 7003 (3) ProSeminar in Mass Communication Theory II

Continues introducing and discussing theoretical and methodological points of view in areas of communication, journalism and persuasion. Discusses the most important qualitative and quantitative methodological points of view, and from theoretical viewpoints that range from social science to critical studies. The idea is to develop an appreciation for theories and methodologies that can be employed depending upon the research question.

Equivalent - Duplicate Degree Credit Not Granted: JRNL7003

Requisites: Restricted to graduate students only.

Grading Basis: Letter Grade

APRD 7004 (1) Doctoral Professionalization Seminar

Introduces you to the university and gives you a chance to think out loud about what your academic future might look like. The course is designed to be responsive to your needs regarding your career, getting a job, getting tenure and teaching. In short, the course prepares you for a career in academia.

Equivalent - Duplicate Degree Credit Not Granted: JRNL 7004

Repeatable: Repeatable for up to 4.00 total credit hours.

Requisites: Restricted to PhD students only.

Grading Basis: Letter Grade

APRD 7871 (3) Special Topics

Repeatable: Repeatable for up to 15.00 total credit hours. Allows multiple enrollment in term.