❶ GRAPHIC DESIGN

Student work by ??

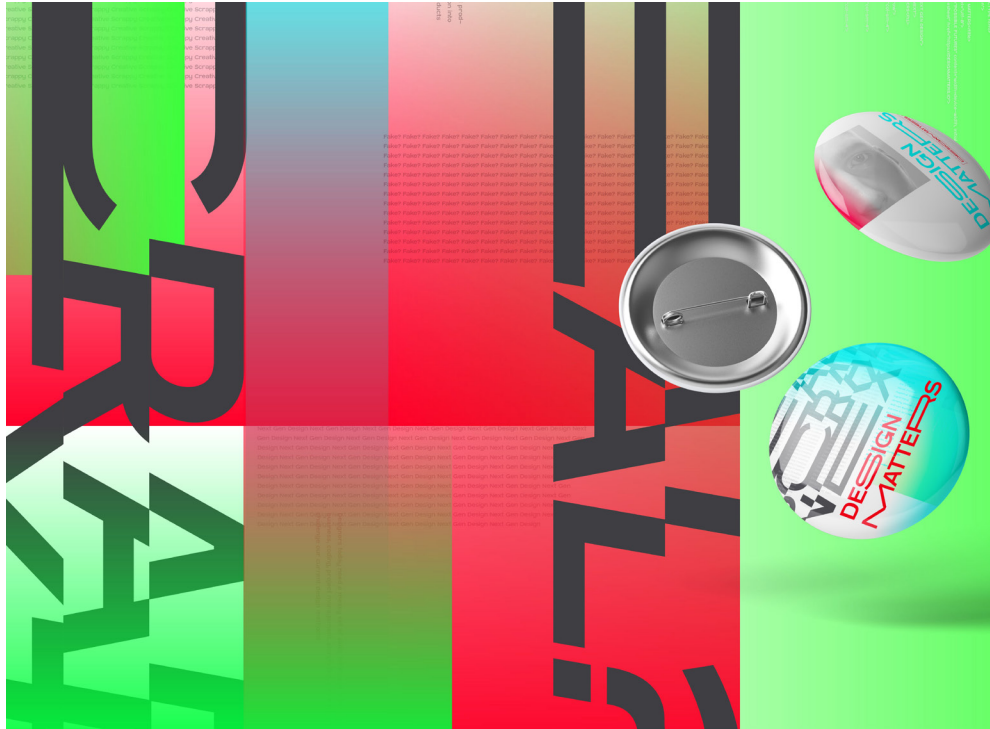(Left, top to bottom) Student works by Lixin Jiang, Bableen Chopra, Star Yuan, Peien Wann; (Above right) Student work by Xiner Cindy Zheng

Degrees offered

Online, On Campus, Virtual
AA, BFA, MA, MFA

You can take classes in:

- Design Technology
- Interaction Design
- Typography:
  Hierarchy and Form
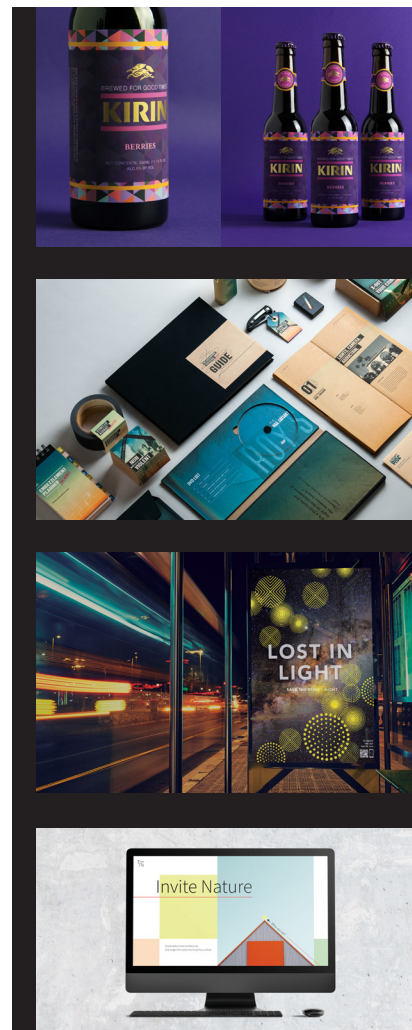- 3D Package Design
- AR & VR

Opportunities for students

- Build and articulate a brand personality
- Create logotypes, brand standards, and identity systems
- Design for wayfinding
- Develop experience design
- Create packaging
- Influence marketing strategies
- Raise awareness of critical issues and facilitate cultural change

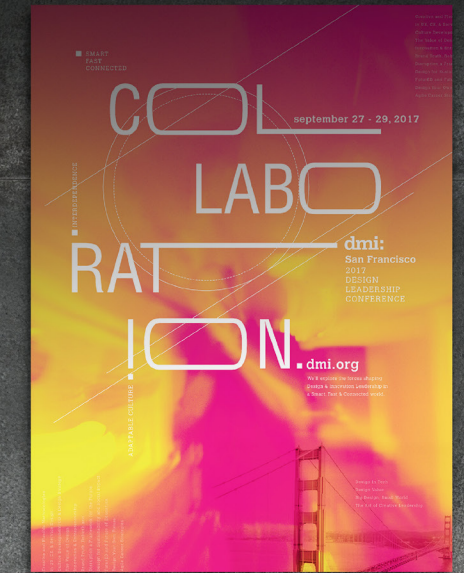## Anything can be improved through the application of design.

Create memorable stories that move people and sell big brands, virtually and in real life. Master the visual communication of complex ideas. Learn how to create, protect, and commercialize your ideas using non-fungible tokens (NFTs). Master all touchpoints of graphic design including interactive, environmental, print, and emerging media to create a portfolio that leads the way.

Companies who employ our graduates

Apple, Nike, Google, IBM, IDEO, Electronic Arts, Unity, Rivian, Facebook, Github, Yelp, HBO, Williams Sonoma, Gap, Chronicle Books, Air BnB, Clorox, Mattel, Eleven

SCHOOL OF
BRAND COMMUNICATIONS

AT ACADEMY OF ART UNIVERSITY

❶ GRAPHIC DESIGN

❷ ADVERTISING

❸ COMMUNICATIONS & MEDIA TECHNOLOGIES

❹ INTERACTION & UI/UX DESIGN

At Academy of Art University, you will train to succeed in the ever-changing landscape of creative marketing. Access cutting-edge tools as you learn from today's leading experts in advertising, communications, and design—including interaction and UI/UX design. Master the skill sets needed to thrive at leading brands and top tech companies.

ACADEMY of ART UNIVERSITY®

ACADEMY of ART UNIVERSITY®
DEFY THE ORDINARY, CREATE THE EXTRAORDINARY

STEM certified school

Student work by Catharina Brant

Degrees offered

Online, On Campus, Virtual
BA, MA, MFA in Advertising,
AA in Studio Production for
Advertising & Design

You can take classes in:

- Creative Thinking
  for Advertising
- The Art of Storytelling
- Marketing & Advertising
  Strategies
- Advertising Methods
  & Trends
- Entertainment Advertising
- Interactive Advertising
- Copywriting Techniques
- Digital Photography
- Advanced Advertising
  Concept Development

Opportunities
for students

- Develop industry contacts
- Work with influential
  professionals
- Design interactive
  campaigns
- Explore internship
  opportunities at
  companies such as
  Apple, CP+B, DDB,
  Eleven, Grey, and others

Creative problem solvers are made at the Academy's School of Advertising.

Calling all art directors, copywriters, designers, creative strategists and content creators! Prepare to excel in advertising, a creative industry that touches the lives of hundreds of millions of people. Learn how to move the business world forward with visionary ideas and technical skills that include photography, illustration, design, videography, and UI/UX. From TV to TikTok to the Metaverse and beyond, gain insider insight on how to thrive in this fast-moving world.

Companies who employ our graduates

- Google
- Apple
- Razorfish
- Y&R
- TBWA/Chiat/Day
- Facebook
- Ogilvy & Mathers

Real-world experience

Our in-house advertising agency is run by students. You will work with real-life clients to create branding, social media strategy and content, and campaigns that are launched in the real world—all before you graduate.

Degrees offered

Online, On Campus, Virtual
BA, MA

You can take classes in:

- Hosting
- Podcasting
- Television Production
- Business of Media
- Drone Photography
- Visualization
  and Effects

Broadcast studios

Discover our world-class studios, equipped with green screens, teleprompters, tricaster, anchor desks, interview sets, interactive displays, and a custom news van.

Urban Knights Radio

Manage, program, and host your own show on the most popular college radio station on all of iHeart Networks. Our student podcasts win national awards!

Learn state-of-the-art communication skills.

From broadcast to streaming, apply your skills across a range of creative disciplines. No matter what your dream gig may be—on-air host, show producer, YouTube star, or podcast powerhouse—you'll learn how to shoot, edit, and produce stories that entertain, engage, and inform millions of people. Courses are taught by successful media professionals who provide hands-on experience and the latest tips from the industry.

Companies who employ our graduates

- Facebook
- Pottery Barn
- Pac12
- Barstool Sports
- Cumulus
- SirusXM
- Apple
- Salesforce
- ABC
- Discovery Channel
- NBC
- *Washington Post*
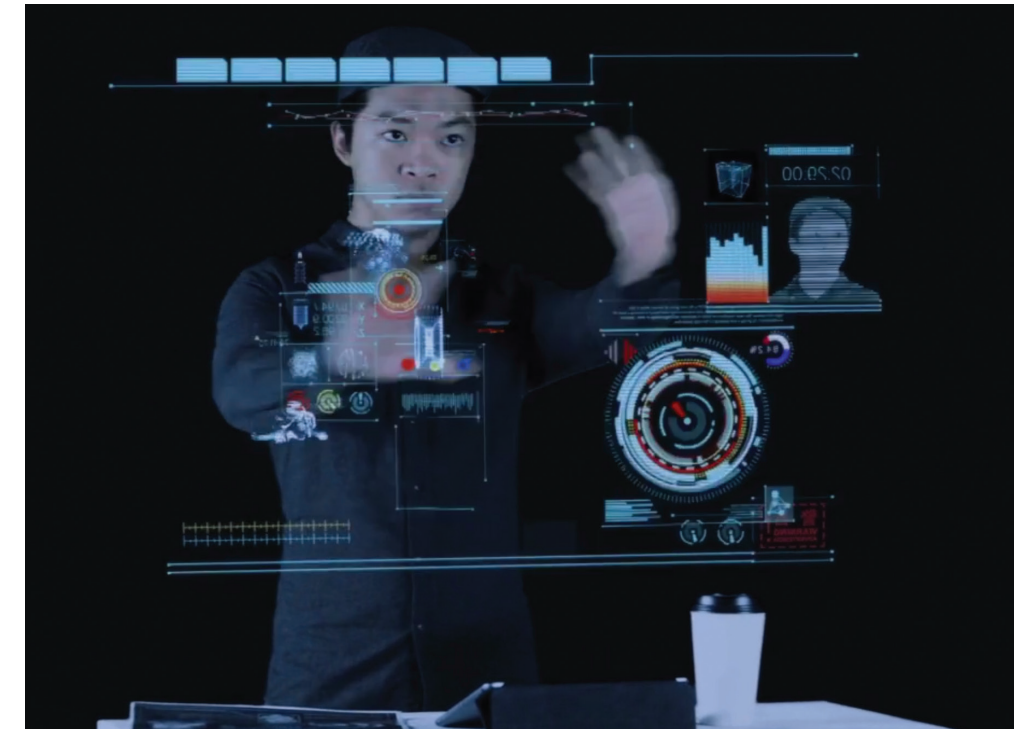
Student work by Jitao Sun

Degrees offered

Online, On Campus, Virtual
AA, BFA, MA, MFA

You can take classes in:

- User Experience
- Visual Design
- Human-Centered
  Design
- Web Design
- Mobile UI & UX
- Color Theory
- Typography
- Digital Graphics & Tools
- Motion Graphics

Contribute to the future of how people experience the world.

Prepare for a job at a leading tech company or start your own venture. Master highly-valued professional skills. Apply insights about user behaviors to create meaningful experiences, improve lives, and sell brands. Learn the latest design software and technology to build mobile apps, interactive experiences, and VR/AR. Get the skills required to lead in both traditional and innovative media.

Our instructors work in creative businesses, providing you with invaluable knowledge and networking opportunities that can lead to internships.

Companies who employ our graduates

- Google
- Facebook
- Twitter
- EventBrite
- GoPro
- LinkedIn
- PayPal