

# Schools of Brand Communications



The four schools within The Schools of Brand Communications represent the intersection of art, communication, and technology, offering students the chance to earn both undergraduate and graduate STEM degrees. Academy of Art University, deeply rooted in San Francisco and Silicon Valley, embodies a unique fusion of culture and technology, creating an ideal environment for nurturing creativity and innovation.

## Graphic Design



## Advertising



## Marketing, Communication, & Design



## Interaction & UI/UX Design



### Degrees Offered

AA, BFA, MA, MFA  
Online, On Campus

### Design Your Future

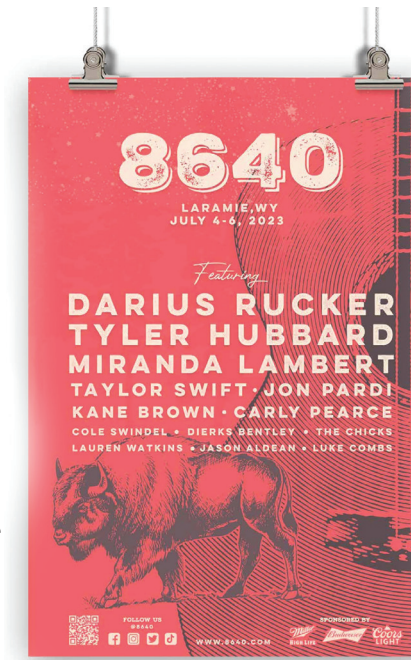
Academy of Art University's Graphic Design school prepares students for cutting-edge careers in design studios, advertising agencies, and in-house studios at leading companies. *Communications Arts*, *GDUSA*, and *Graphis* have recognized our award-winning students. Students thrive under the mentorship of industry-leading faculty. Our curriculum is always aligned with current design trends and expectations, encompassing traditional and digital design expertise, including the latest in software applications and AI integration. Students gain experience in diverse areas such as graphic design, advertising and marketing, UI/UX, and new media technologies, with a focus on digital, print, social media, and packaging design.

### Sample Courses

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

### Opportunities for Students

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



Student work by Zach Jacobson



Student work by Gavin Wong



Student work by Jin Young Jang



Student work by Brenda Barrera



Student work by Ningyi Xu\_Hu

### Discover Your Brand

Step into the future of advertising at Academy of Art University. Our facilities and dynamic online platforms are tailored to equip you with the skills for a successful advertising career. Our project-based, hands-on curriculum mirrors the activities of a real-world advertising agency and is taught by an award-winning cadre of working industry professionals.

The School of Advertising will teach you how to art direct, design, write, and produce compelling messages for both traditional and digital media. You'll learn how to use generative AI tools—Midjourney, Firefly, ElevenLabs, ChatGPT, and more—efficiently and ethically to further unlock your creativity. And you will graduate with a professional-level portfolio of work that will be the envy of your job-seeking peers.

### Degrees Offered

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

### Sample Courses

- 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
- AI for Advertising

### Opportunities for Students

- Develop industry contacts
- Work with influential professionals
- Design interactive campaigns
- Cultivate internship opportunities at companies such as Apple, Ogilvy, Y&R, and others



Student work by Ryan Montgomery



Student work by Svetlana Shubin



Student work by Hannah Whatley



Student work by Bella Finestone



Student work by Maddison Hatfield

## Companies That Have Hired Academy Graduates

- ABC
- AKQA
- Airbnb
- Apple
- Barstool Sports
- BBDO
- Chronicle Books
- Clorox
- Cumulus
- Discovery Channel
- Electronic Arts
- Eleven
- Facebook
- Figma
- Gap
- Github
- Goodby, Silverstein & Partners
- Google
- HBO
- IBM
- IDEO
- Leo Burnett
- LinkedIn
- Mattel
- NBC
- Nike
- Ogilvy
- Pac12
- Pottery Barn
- Rivian
- Salesforce
- Sapient/Razorfish
- SiriusXM
- TBWA/Chiat/Day
- Tesla
- TikTok
- Unity
- Washington Post
- Williams Sonoma
- Yelp
- Y&R

### STEM + ART - Your STEAM-powered Education

Traditionally, science, technology, engineering, and math (STEM) majors offer some of the best educational pathways toward exciting job opportunities and high-paying salaries.

In the Schools of Brand Communications, we integrate STEM principles into the curricula to provide you with a true STEAM education. Real science—including how to master generative AI—combined with a foundational art education, will equip you to solve real-world problems.

You will learn to collaborate, generate creative and innovative ideas that push beyond the obvious, and express your work in humanistic and practical ways. Adding the A to STEM prepares our students for the fluid job market and societal complexity of the 21st century.



## Real-World Opportunities

### School of Advertising

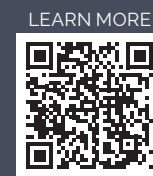
**Future Agency: Shaping Tomorrow's Creative Solutions**

In the dynamic Future Agency course, you will collaborate with peers on real-world projects with clients like Apple, Adobe, and other leading brands. The experience transcends traditional advertising—embracing a hybrid of disciplines including design, user experience, and AI-driven strategies. You'll work directly with industry professionals to develop cutting-edge solutions, including the use of generative AI to redefine how campaigns are created and executed. Guided by expert instructors, you'll pitch ideas to brand leaders. This course exposes you to the realities of the agency world, giving you the tools, connections, and experience needed to succeed today and in the future.

### School of Marketing, Communication, & Design

**Broadcast Studios:** Discover our world-class studios, equipped with green screens, tele-prompters, 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!



79 New Montgomery Street • San Francisco, California 94105  
info@academyart.edu • 1.800.544.2787 • academyart.edu

## School of Marketing, Communication, & Design

**Degrees Offered**  
BA, MA  
Online, On Campus

### Sample Courses

- Hosting
- Podcasting
- Television Production
- Business of Media
- Visualization & Effects
- AI for Everyone
- AI-Empowered Creativity
- Humans, Not Consumers



## Communicate Your Vision

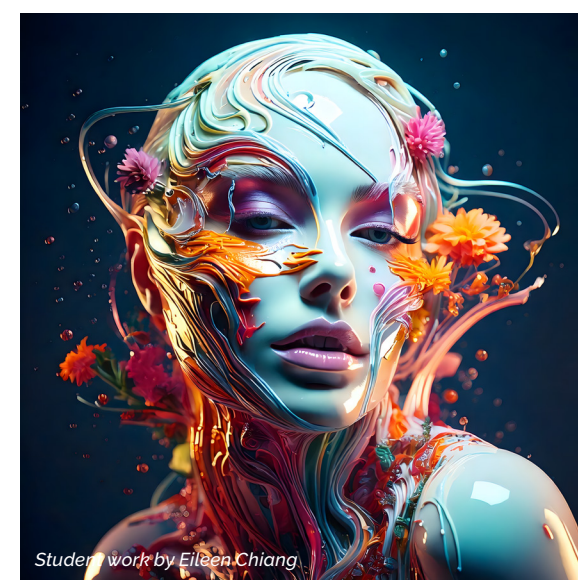
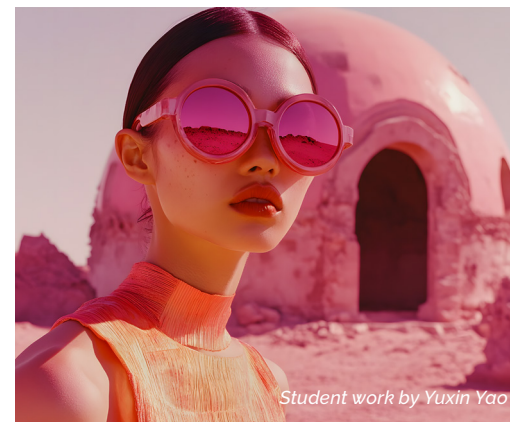
The School of Marketing, Communications, & Design at Academy of Art University will empower you with the skills to succeed in today's fast-paced media world. You'll learn every facet of modern media from day one with hands-on experience in social and digital media strategy, broadcast television, and leading-edge video production, ensuring you're prepared for the evolving demands of a dynamic industry.

Mastering the use of AI technologies is essential for the communications professionals of today and tomorrow. We offer 17 unique AI-infused classes in addition to our AI-focused degree programs.

### The World's First AI Art and Design Degrees

Our fully accredited STEM-designated Bachelor of Arts (BA) & Master of Arts (MA) in Artificial Intelligence Marketing and Design degrees—offered through the School of Marketing, Communication, & Design—are the first of their kind.

These programs blend foundational art and design training with cutting-edge AI tools to prepare you for the future of creative work. You'll gain the technical fluency, strategic mindset, and leadership skills needed to thrive in today's AI-driven industries.

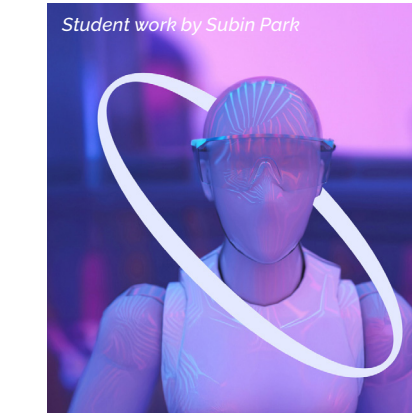


## School of Interaction & UI/UX Design

**Degrees Offered**  
AA, BFA, MA, MFA  
Online, On Campus

### Sample Courses

- User Experience
- Visual Design
- Human-Centered Design
- Web Design
- Mobile UI & UX
- Color Theory
- Typography
- Digital Graphics & Tools
- Motion Graphics
- Product Innovation with Generative AI



## Experience Your Creativity

Are you a creative problem solver with a passion for technology? Do you want to make a real impact on how people interact with the world? Academy of Art University's School of Interaction & UI/UX Design will empower you to turn those passions into a fulfilling and in-demand career.

Whether you're new to design or already deep in the game, our program equips you with the full UX/UI toolkit—from research and prototyping to interface design for apps, AR/VR, and beyond. No limits, no boundaries—just skills to create the future now.

