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[Advertising - Art Direction](#)

[Ontario Graduate Certificate](#)

[Program Code: AD511](#)

[Campus: Lakeshore](#)

[Length: 3 semesters](#)

At Humber, the Advertising Art Direction (AAD) graduate certificate program offers you a portal into the advertising industry as an

The AAD program offers focused classes to build skills and hone your craft in art direction. Our program models real agencies throu

The program is designed to equip you with a comprehensive understanding of advertising art direction, design and copywriting co

Students will gain practical, hands-on experience in the industry by completing a mandatory field experience in their final semester

[Courses](#)

[Semester 1](#)

[AAD 5000:](#)

[AAD 5005:](#)

[CAD 5000:](#)

[CAD 5005:](#)

[CAD 5015:](#)

[FAA 5000:](#)

[FAA 5005:](#)

[Semester 2](#)

[AAD 5200:](#)

[AAD 5205:](#)

[AAD 5210:](#)

[CAD 5200:](#)

[CAD 5215:](#)

[FAA 5205:](#)

[Semester 3](#)

[AAD 5300:](#)

[Admission Requirements](#)

Admission selection is based on the following 4 requirements:

[. Academic](#)

To be eligible for admission, you must possess the following:

A bachelor's degree, advanced diploma, diploma or equivalent

[Mature Applicants](#)

[Diplomas and Certificates](#)

An applicant is considered a mature applicant if they have not completed secondary school or other postsecondary school, and wh

[Degrees](#)

An applicant is considered a mature applicant if they have not completed secondary school or attended postsecondary studies, an

[College Transfer Applicants](#)

[Diplomas and Certificates](#)

An applicant is considered a college transfer applicant if they have completed some or all of a college-level credential. Humber ma

[Degrees](#)

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[University Transfer Applicants](#)

[Diplomas and Certificates](#)

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[Degrees](#)

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[. English Language Proficiency](#)

All applicants whose first language is not English must meet Humber's English Language Proficiency Policy.

[. International Credit Evaluation](#)

Canadian citizens or permanent residents with international education are required to provide a credential evaluation. Note, for int

[. Portfolio](#)

As an applicant to this program, a portfolio of your own original creative visual work is required. The portfolio requirements include

Provide 2 two-dimensional design projects. These can include (and are not limited to) promotional pieces, branding and logo design

Provide 2 complementary visual projects. These can be personal or professional pieces that are design-related or visual pieces yo

Design a 1080 x 1080 pixel "ad" for a product called Water®. Try to persuade a Gen Z audience to drink colourless, odorless, refr

[Submission Instructions](#)