

ADVERTISING DESIGN-45400

BFA IN GRAPHIC DESIGN: INTERACTIVE ADVERTISING / 131 S.H

EFFECTIVE DATE: FALL 2014

START TERM:

NAME:

TRANSFER INSTITUTIONS (X)

STUDENT ID:

In Progress:

CREDITS:

GENERAL EDUCATION (total credits)	35 S.H.	ACADEMIC MAJOR*** (total credits)	78 S.H.
FOUNDATION REQUIREMENTS	13 S.H.	REQUIRED FOUNDATION CORE	15 S.H.
GE 1000 Transition to Kean (Required of all freshmen and transfers entering with 0-29 credits) -OR- GE 3000 Transfer Transitions (Required of all transfers entering with 30 credits or more) (1 S.H.)		DSN 1100 Introduction to Design and Visual Culture	
ENG 1030 College Composition (Requires a C or better)		DSN 1101 Visual Form I	
MATH 1000, 1010 or 1016		DSN 1102 Visual Form II	
COMM 1402 Speech Communication		DSN 1103 Visualizing Techniques I	
GE 2025 Research & Technology		DSN 1104 Visualizing Techniques II	
DISCIPLINARY & INTERDISCIPLINARY		REQUIRED MAJOR COURSES	63 S.H.
Distribution Requirements:		GD 1000 Computers In Graphic Design +	
HUMANITIES:	6 S.H.	GD 2005 Studio Skills	
*ENG 2403 World Literature		GD 3130 Graphic Design Survey	
Select one from the following:		GD 2010 Typography I	
FINE ARTS or ART HISTORY		GD 3010 Typography II	
PHILOSOPHY or RELIGION		GD 3030 History of Visual Communications	
MUSIC or THEATRE		GD 3020 Graphic Design Fundamentals I	
FOREIGN LANGUAGES (Must take I and II for credit)		GD 3021 Graphic Design Fundamentals II	
INTERDISCIPLINARY		GD 3220 Advertising I	
SOCIAL SCIENCES:	6 S.H.	GD 4220 Advertising II	
*HIST 1062 Worlds of History		GD 3230 Copywriting I	
Select one from the following:		GD 3320 Web and Interactive Design	
PSYCHOLOGY 1000		GD 3321 Motion Graphic Design I	
ECONOMICS or GEOGRAPHY		GD 4121 Identity & Information Design OR	
POLITICAL SCIENCE		GD 4223 Brand Strategy & Design	
SOCIOLOGY or ANTHROPOLOGY		GD 4222 Design for Advertising	
INTERDISCIPLINARY		GD 4101 Concept to Print	
		GD 4120 Promotional	
		GD 4099 Portfolio	
SCIENCE AND MATHEMATICS:	7 S.H.	THREE MAJOR, UPPER DIVISION COURSES	9 S.H.
CPS 1032 or CPS 1231		<i>Selected with faculty guidance - see advisement guide</i>	
LAB SCIENCE (4 S.H.)		01.	
Biology; Chemistry; Physics; Geology;		02.	
Meteorology; Earth Science; Astronomy; Interdisciplinary		03.	
G.E. AND MAJOR CAPSTONE:	3 S.H.	FREE ELECTIVES selected with advisement	6 S.H.
*DSN 4000 Critical Perspectives in Design***		<i>At least 50% must be 3000/4000 level</i>	
		01.	
		02.	
ADDITIONAL REQUIRED COURSES:	12 S.H.	TOTAL CREDITS: _____	
AH 1700 Art History, Prehistoric - Medieval		ADVISOR: _____	
AH 1701 Art History, Renaissance - Modern		ADVISOR SIGNATURE: _____	
AH 3740 Art History, Modern Art		*G.E. required course	
ID 3230 Understanding Images		***All Major courses require a grade of C or better and 3.0 GPA minimum	
		+ Can test out and substitute GD elective courses	
		> Requires permission through petition	
		Semester Hours - S.H.	

Design Foundation Courses

DSN 1100 Introduction to Design and Visual Culture

DSN 1101 Visual Form I

DSN 1102 Visual Form II
Prerequisite: DSN 1101

DSN 1103 Visualizing Techniques I

DSN 1104 Visualizing Techniques II
Prerequisite: DSN 1103

Additional Required Courses

AH 1700 Art History, Prehistoric – Medieval

AH 1701 Art History, Renaissance – Modern

AH 3740 Art History, Modern Art

ID 3230 Understanding Images

Major Courses:

GD 1000 Computers in Graphic Design I

GD 2000 Computers in Graphic Design II
Prerequisite: GD 1000

GD 2005 Studio Skills
Prerequisites: DSN 1101, DSN 1103, GD 1000

GD 2011 Expressive Imaging
Prerequisite: GD 1000

GD 3031 Graphic Design Survey
Prerequisite: DSN 1100

GD 2010 Typography I: Principles
Prerequisites: GD 1000, DSN 1101, DSN 1103,

GD 3010 Typography II: Communication
Prerequisite: GD 2010

GD 3011 Typography III: Expression
Prerequisites: GD 1000, GD 2010

GD 3020 Graphic Design Fundamentals I
Prerequisite: GD 2010

GD 3021 Graphic Design Fundamentals II
Prerequisite: GD 2010

GD 3022 Cartooning I
Prerequisites: GD 1104 or Permission of instructor

GD 3030 History of Visual Communications
Prerequisite: GE 2025

GD 3220 Advertising I
Prerequisites: ENG 1020 or ENG 1030

GD 3230 Copywriting for Advertising
Prerequisites: ENG 1020 or 1030, GE 3220, GD 3220

GD 3320 Web and Interactive Design I
Prerequisites: GD 1000, GD 2010

GD 3321 Motion Graphics Design I
Prerequisites: GD 3020, GD 3021

Advertising Design & Graphic Design

COURSES

Design Foundation: Four studio courses include visualizing techniques and visual form & composition; one lecture course, Intro to Design & Visual Culture, a survey of the design professions; four Art & Design History courses.

GD 4090 The Design Studio
Prerequisite: GD 3021 and permission of instructor

GD 4091 Advanced Print Pre-press for Design Studios
Prerequisites: DSN 1103, GD 2010, GD 1000, GD 3010, GD 4101

GD 4099 Portfolio
Prerequisite: Permission of instructor

GD 4101 Concept of Print
Prerequisites: GD 2005, GD 3020, GD 3021

GD 4120 Promotional Design
Prerequisites: GD 3020, GD 3220

GD 4121 Identity and Information Design
Prerequisites: GD 3020, GD 3021

GD 4122 Editorial Design
Prerequisites: GD 2005, GD 3020, GD 3021

GD 4220 Advertising II
Prerequisites: GD 3220, GD 3230

GD 4222 Design of Advertising
Prerequisites: GD 3220, GD 3020

GD 4223 Brand Strategy and Design
Prerequisites: GD 3220, GD 3020

GD 4224 Design for Mobile
Prerequisites: GD 3020, GD 3021

GD 4320 Web and Interactive Design II
Prerequisites: GD 3320, GD 3321

GD 4321 Motion Graphics Design II
Prerequisite: GD 3321

GD 4330 The Web Design Workshop
Prerequisites: GD 1000, GD 2000, GD 3021, and permission of instructor

DSN 4007 Internship
Prerequisite: 12 S.H. in design; major GPA: 3.0 or higher

DSN 4002/4003 Independent Study
Prerequisite: 12 S.H. in design; major GPA: 3.0 or higher

DSN 4000 Critical Perspectives in Design (Capstone)
Prerequisite: Six S.H. of Art and/or Design History as required

Additional Major Information and Requirements

General Education Information and Requirements

Testing and Placement

Incoming freshmen and transfer students may be placed in specific GE Foundations, Developmental or ESL courses as a result of testing prior to registration. Students may also be exempt from testing due to SAT scores prior to college work.

Prerequisites and Equivalencies for GE Foundation Courses

GE 1000

Required for all freshman and transfers with fewer than 10 credits.

Prerequisites: None

Equivalents: ID 1001

ENG 1030

Prerequisites: Placement testing

Equivalents: ENG 1031/1032, ENG 1033/1034, ENG 1430, ENG 1020, ENG 1400

MATH 1000 or 1010 or 1016 or 1030

Prerequisites: MATH 1901 if required by placement testing.

Equivalents: MATH 1001/1002, MATH 1003/1004, MATH 1051

MATH 1044 or MATH 1054

Prerequisites: MATH 1000 if required by placement testing.

COMM 1402

Prerequisites: CS 0412, ENG 1031/1032 or ENG 1033/1034 if required by placement testing.

May be taken concurrently with ENG 1030.

Equivalents: COMM 1400

GE 2021 - 2026 Research and Technology

is offered as a college-based course.

GE 2021 College of BPA

GE 2022 College of EDU

GE 2023 College of HSS

GE 2024 College of NAHS

GE 2025 College of VPA

GE 2026 Undecided Majors

Prerequisites: CS 0421 if required by placement testing.

ENG 1030 or equivalent COMM 1402

Equivalents: GE 2020

GE Distribution Courses

All courses taken under the General Education Disciplinary/ Interdisciplinary Distribution requirements must be selected from the approved General Education Distribution Course List, printed in Registration Bulletin. These courses are designated as GEHU, GESS, GESM, or GEHPE.

GEHU Humanities

GESS Social Sciences

GESM Science and Mathematics

GEHPE Health and Physical Education

Required GE Distribution Courses

ENG 2403 is a required Humanities Distribution course with an emphasis on diversity. Prerequisites: CS 0412 if required by placement testing; ENG 1030 or equivalent.

Either HIST 1000 or 1062 is a required Social Sciences Distribution Course with an emphasis on diversity. Prerequisites: CS 0412 if required by placement testing; May be taken concurrently with ENG 1030.

Foreign Language Credit

The three credits for a foreign language that may satisfy the GE Disciplinary/Interdisciplinary Distribution Requirement are awarded only upon successful completion of two semesters of study at the introductory or intermediate level. Credit for the first semester may be used as elective credit.

Major/GE Capstone Course

A Capstone course is a major course that satisfies three credits of GE requirement. Each major guide sheet will count three credits for the capstone as either GE credits or major credits, but not both.

University Requirements

All students are required to complete one "Writing-Emphasis" course. The "W-E" course must be within the major portion of your program. Consult your major program advisor for specific information.

Design Major Requirements

Faculty advisors will not approve a student's course schedule unless all prerequisites for courses have been completed with a grade C or better.

Any student seeking an exception to this sequence must obtain authorization from the Executive Director or Program Coordinator prior to registration. Exceptions are granted for legitimate educational reasons only.

ALL BFA and BID majors *must maintain a 3.0 average in major courses* to be eligible for the degree. It's the students responsibility to be aware of their academic success.

BFA in Graphic Design : Interactive Advertising

* 4 YEAR SEQUENCE

Year 01	FALL	GD 1000 Computers in Graphic Design	DSN 1101 Visual Form I	DSN 1103 Visualizing Techniques I	MATH Choices 1000, 1010 or 1016 (GE Foundation)	ENG 1030 College Composition (GE Foundation)	GE 1000 (1) Transition to KEAN (GE Foundation) OR GE 3000 (transfers) (1)
	SPRING	GD 2010 Typography I <i>DSN 1101, DSN 1103</i> GD 1000	DSN 1102 Visual Form II <i>DSN 1101</i>	DSN 1104 Visualizing Techniques II <i>DSN 1103</i>	DSN 1100 Intro to Design & Visual Culture	AH 1700 Art History I Prehistoric to Middle Ages	COMM 1402 (3) Speech Communication (GE Foundation)
Summer courses highly recommended							
Year 02	FALL	GD 3020 Graphic Design Fundamentals I GD 2010	GD 2005 Studio skills <i>DSN 1101, DSN 1103</i> GD 1000	GD 3010 Typography II GD 2010	AH 1701 Art History II Renaissance to Modern	CPS 1032 Computer Applications OR CPS 1231 Programming	GE 2025* (3) Research & Technology CVPA Section (GE Foundation)
	SPRING	GD 3021 Graphic Design Fundamentals II GD 2010	GD 3031 Graphic Design Survey <i>GE 2025, DSN 1100</i>	GD 3030 History of Visual Communications <i>GE 2025, DSN 1100</i>	GD 3220 Advertising I <i>ENG 1030, ENG 1020</i>	AH 3740 Modern Art	HIST 1062* (3) Worlds of History (GE requirement)
Summer courses highly recommended							
Year 03	FALL	GD 3321 Motion Graphics I <i>GD 3020, GD 3021</i>	GD 3320 Web & Interactive Design I <i>GD 1000, GD 2010</i>	GD 4222 Design for Advertising <i>GD 3020, GD 3220</i>	GD 4121 Identity OR GD 4223 Branding <i>GD 3020</i> <i>GD 3220</i>	ID 3230 Understanding Images	ENG 2403* (3) World Literature (GE requirement)
	SPRING	GD 3230 Copywriting	GD 4101 Concept to Print <i>GD 2005, GD 3020</i> <i>GD 3221</i>	GD 4220 Advertising II <i>GD 3220, GD 3230</i>	GD Major Course		HUMANITIES (3) (GE requirement)
Internship highly recommended							
Year 04	FALL	GD 4120 Promotional Design <i>GD 3020, GD 3220</i>	GD Major Course	Free Elective	Free Elective		LAB SCIENCE (4) (GE requirement)
	SPRING	GD 4099 Portfolio <i>Permission of Instructor</i>	GD Major Course	DSN 4000 Critical Perspectives <i>Six credits of art and/or design history</i>			SOCIAL SCIENCE (3) (GE requirement)

*Courses marked with an asterisk are suggested for summer school to facilitate graduation within the four year sequence outlined here.

Numbers in italics under the course are prerequisite requirements for that course.