ADVERTISING DESIGN-45400

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

EFFECTIVE DATE: FALL 2011

NAME:

STUDENT ID#

START TERM:

TRANSFER INSTITUTIONS (X)   CREDITS:

In Progress

GENERAL EDUCATION: 35 Semester Hours (S.H.)

FOUNDATION REQUIREMENTS 13 S.H.

GE 1000 Transition to Kean (*Required of all Freshman*) & Transfer students with fewer than 10 credits	1
ENG 1030 College Composition (*Requires a C or better*)	3
MATH 1000 *or* 1010; 1016; 1030; 1054	3
COMM 1402 Speech Communication	3
GE 2025 Research & Technology	3

DISCIPLINARY & INTERDISCIPLINARY
Distribution Requirements:

HUMANITIES: 6 S.H.

*ENG 2403 World Literature	3
Select one from the following:	
FINE ARTS *or* ART HISTORY	3
PHILOSOPHY *or* RELIGION	3
MUSIC *or* THEATRE	3
FOREIGN LANGUAGES (*Must take I and II for credit*)	3
INTERDISCIPLINARY	3

SOCIAL SCIENCES: 6 S.H.

*HIST 1062 Worlds of History *or* HIST 1000	3
Select one from the following:	
PSYCHOLOGY 1000	3
ECONOMICS *or* GEOGRAPHY	3
POLITICAL SCIENCE	3
SOCIOLOGY *or* ANTHROPOLOGY	3
INTERDISCIPLINARY	3

SCIENCE AND MATHEMATICS: 7 S.H.

CPS 1032 or CPS 1231 *or* MATH 1010, 1016, 1030, 1054	3
LAB SCIENCE Biology; Chemistry; Physics; Geology; Meteorology; Earth Science; Astronomy; Interdisciplinary	4

G.E. AND MAJOR CAPSTONE: 3 S.H.

*DSN 4000 Critical Perspectives in Design ***	3

ADDITIONAL REQUIRED COURSES: 12 S.H.

AH 1700 Art History, Prehistoric – Medieval	3
AH 1701 Art History, Renaissance – Modern	3
AH 3740 Art History, Modern Art	3
ID 3230 Understanding Images	3

ACADEMIC MAJOR***   78 S.H. Total Credits

Required Foundation Core   15 S.H.

DSN 1100 Introduction to Design & Visual Culture	3
DSN 1101 Visual Form I	3
DSN 1102 Visual Form II	3
DSN 1103 Visualizing Techniques I	3
DSN 1104 Visualizing Techniques II	3

Required Major Courses   63 S.H.

GD 1000 Computers In Graphic Design +	3
GD 2005 Studio Skills	3
GD 3031 Graphic Design Survey	3
GD 2010 Typography I	3
GD 3010 Typography II	3
GD 3030 History of Visual Communications	3
GD 3020 Graphic Design Fundamentals I	3
GD 3021 Graphic Design Fundamentals II	3
GD 3220 Advertising I (WE)	3
GD 4220 Advertising II	3
GD 3230 Copywriting I	3
GD 3320 Web & Interactive Design I	3
GD 3321 Motion Graphic Design I	3
GD 4121 Identity & Information Design *or*	
GD 4223 Brand Strategy & Design	3
GD 4222 Design of Advertising	3
GD 4101 Concept to Print	3
GD 4120 Promotional	3
> **GD 4099** Portfolio	3

THREE MAJOR, UPPER DIVISION COURSES   9
Selected with faculty guidance - see advisement guide

01.

02.

03.

FREE ELECTIVES *selected with advisement*   6 S. H.
At least 50% must be 3000/4000 level

01.

02.

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* G.E. required course

*** 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

TOTAL CREDITS: _____

ADVISOR: _____

ADVISOR SIGNATURE: _____

COURSES

Design Foundation: Four studio courses include visualizing techniques and visual form &
composition; One lecture course, Design & Visual Culture, a survey of the design professions;
Four Art history courses

ADVERTISING DESIGN & GRAPHIC DESIGN

01. Studio Skills **02.** Typography **03.** Graphic Design Fundamentals **04.** Survey of Graphic
Design **05.** Computers in Graphic Design **06.** Understanding Images   **07.** Concept to Print
08. History of Visual Communications **09.** Editorial Design **10.** Identity & Information
Design, **11.** Promotional Design **12.** Web Design **13.** Visual Storytelling **14.** Motion
Graphic Design, **15.** Expressive Imaging **16.** Advertising Design **17.** Copywriting **18.**
Branding Strategies **19.** Design for Advertising **20.** Cartooning **21.** Mobile Design **22.**
Critical Perspectives in Design **23.** Special Topics (game design, environmental design,
type design, entrepreneurship, etc.) **24.** Portfolio

Admission Portfolio

Instructions :

To be accepted into the Design programs, all students must first go through the conventional college application process. These forms and instructions are available from the Office of Admissions at 908. 737.7100 or online at the Kean University website.

Purpose of the portfolio review:

The purpose of the portfolio review is to assess your basic visual skills and aptitude for a BFA studio-oriented major. The portfolio review also provides the School of Design with a realistic basis for advisement regarding your major.

Please note that you cannot enroll in any design major courses without completing the portfolio review process. Any students enrolled in design courses without the prior submission of the entry portfolio, will be asked to forfeit enrollment in the course.

Content of the portfolio

The portfolio should consist of approximately 10-15 examples of recent art or design work. More examples should be included if you anticipate transfer or advance placement credit. This should include at least two drawings or one sketchbook. Other works can be paintings, sculpture, prints, additional drawings, graphic design, drafting, photography, or any medium that interests you.

You may include work produced in school, on your own, or as professional assignments. All pieces shown must be your own o riginal work.

Digital portfolios must be submitted as high resolution PDFs or jpegs, or as a link to an online portfolio.

If YOU DON'T HAVE A PORTFOLIO

If you don't have a portfolio or if you simply wish to produce new or additional work for this review, you can complete the following drawing and design assignments and submit them as your portfolio.

/ 01 / Make a contour (line) drawing of a computer or a typewriter.

The drawing should be executed slowly, with a continuous *(not sketchy)* line, while carefully observing all contours and edges of the object. Pay particular attention to detail and placement on the page. Use one of the following permanent media: ink, ballpoint pen, fine tipped marker.

/ 02 / Set up a still life of four to six objects.
This should include common kitchen objects such as fruits, vegetables, plants, cookware and utensils. Make a drawing in color paying particular attention to composition, texture, light/dark relationships, and color balance. Use one of the following media: oil pastel, pastel, colored pencil.

/ 03 / Create a collage
Using the same still life you set up for drawing number two, create a collage composition. Use construction paper, any number of colors and a glue stick. The paper can be cut and/or torn. You should not be concerned with making a "realistic" representation of the still life; you are making a design emphasizing interesting shapes, composition, negative spaces that also have a shape, color and light effects, and total page design.

04. Combine two images or objects into a new whole image or object
Designers always need a range of visuals to express different ideas and to communicate different design messages. Fully integrate – merge – two (related or unrelated) images or objects. Name the object with a creative title.

05. Redesign a piece of furniture to communicate a well-known person
Some furniture pieces have little personality. Some are more stylish than others and others for pure function. With some creativity and ingenuity, a piece of furniture might take on the character of its respective owner. Redesign a piece of furniture to communicate the personality of a well know person. The goal of this exercise is to give an inanimate object personality.

Submiting your portfolio

/ 01 / Email Submission

Send an email to arobbins@kean.edu
Put "Portfolio Submission: Graphic Design" in the subject line of the email. Attach the completed Admission Application Form to your email.

Attach a PDF of your portfolio and/or a link to your work on the web to the email.

/ 02 / Mail Submission

Mail a CD, DVD or flash drive containing jpegs or a PDF of your work, along with a printout of the Admission Application Form to:

Portfolio Submission: Graphic Design The Robert Busch School of Design
Vaughn-Eames 305
1000 Morris Avenue
Kean University, Union, NJ 07083

After it is reviewed, your portfolio will be kept in the Design office for you to pick up; include a self-addressed stamped envelope if you want it mailed back to you.

/ 03 / Drop-off Submission

Drop your portfolio and Admission Application Form off at the Robert Busch School of Design office, Vaughn-Eames, Room 305, Kean University main campus.

Put the words "Portfolio Submission: Graphic Design" somewhere on the outside of the portfolio.

After it is reviewed, your portfolio will be kept in the Design office for you to pick up; include a self-addressed stamped envelope if you want it mailed back to you.