

KEAN UNIVERSITY – MICHAEL GRAVES COLLEGE – ROBERT BUSCH SCHOOL OF DESIGN

Curriculum Sheet as of Fall 2026

(ADVT) B.F.A. ADVERTISING 120 S.H.

GENERAL EDUCATION: 31-32 S.H.	
Essential Learning Courses*: 16-17 S.H.	
Critical Reading & Academic Skills Study	4
<i>All students must take 1 credit in Academic Study Skills: either GE*1000 or GE*3000</i>	1
<i>All students must take 3 credits in Critical Reading from the GE PLO Course List.</i>	3
Written Communication**	3
<i>All students must take 3 credits in Written Communication from the GE PLO Course List.</i>	
Speech Communication	3
<i>All students must take 3 credits in Speech Communication from the GE PLO Course List.</i>	
Quantitative & Scientific Reasoning	6-7
<i>All students must take either MATH*1016 or MATH*1054 (3 credits each).</i>	3
<i>All students must take 3 or 4 credits in Scientific Reasoning from the GE PLO course list.</i>	3-4
Core Competency Courses: 12 S.H.	
Intercultural Knowledge & Understanding	3
<i>All students must take 3 credits in Intercultural Knowledge & Understanding from the GE PLO Course List.</i>	
Critical & Creative Thinking	3
<i>All students must take 3 credits in the Critical & Creative Thinking from the GE PLO Course List.</i>	
Ethical Reasoning	3
<i>All students must take 3 credits in Ethical Reasoning from the GE PLO Course List.</i>	
Wellness	3
<i>All students must take 3 credits in Wellness from the GE PLO Course List.</i>	
Inquiry & Analysis Passion Project 3 S.H.	3
<i>All students must take 3 credits in Inquiry & Analysis from the GE PLO Course List.</i>	
Additional Required Courses: 9 S.H.	
AH 1700 Art History–Prehistory to Middle Ages	3
AH 1701 Art History–Renaissance to Modern	3
AH 3740 Art History–Modern Art	3
Special Notes:	
*For all prerequisites and equivalencies, see page 2.	
**Courses require a minimum grade of C or higher	
***Minimum GPA Required for Major: 3.0	

ACADEMIC MAJOR***: 78 S.H.	
Foundation Core: 9 S.H.**	
DSN 1100 Introduction to Design & Visual Culture	3
DSN 1101 Visual Form I	3
DSN 1103 Visualizing Techniques I	3
Major Required Courses: 57 S.H.**	
GD 1000 Computers in Graphic Design I	3
GD 2010 Typography I	3
GD 2015 Composition: Type & Image	3
GD 3010 Typography II	3
GD 3020 Graphic Design Fundamentals I	3
GD 3021 Graphic Design Fundamentals II	3
GD 3030 History of Visual Communications	3
GD 3220 Advertising I (W.E.)	3
GD 3224 UI/UX Design I	3
GD 3230 Copywriting for Advertising	3
GD 3320 Web & Interactive Design I	3
GD 3321 Motion Graphics Design I	3
GD 4099 Graphic Design Portfolio	3
GD 4120 Promotional Design	3
GD 4220 Advertising II	3
GD 4221 Advertising Design Omni-Channel Campaigns	3
GD 4222 Design for Advertising	3
GD 4223 Brand Strategies and Design	3
GD 4321 Motion Graphics Design II	3
Major Elective Courses (2000 level or above): 6 S.H.**	
1	3
2	3
Internship/Practicum (choose from): 3 S.H.**	
GD 3003 GD/AD Internship–or–	3
GD 4090 Design Studio Practicum	
Major Capstone: 3 S.H.**	
DSN 4000 Critical Perspectives in Design	3
Free Electives: 1-2 S.H.	
	1-2

GENERAL EDUCATION AND UNIVERSITY REQUIREMENTS

GENERAL EDUCATION INFORMATION AND REQUIREMENTS

Testing and Placement

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

Prerequisites and Equivalencies for GE Essential Learning Courses

GE*1000

Required of all freshmen & transfers entering with 0-29 credits

Pre-requisite: None

Equivalency: ID*1001

GE*3000

Required of transfers entering with 30 credits or more

Pre-requisite: 30 credits and ENG*1030 (or equivalent)

ENG*1030

Pre-requisite: Placement testing or exemption from placement testing

Equivalency: ENG*1031/1032, ENG*1033/1034, ENG*1430, ENG*1620, ENG*1020, ENG*1400

MATH*1016

Pre-requisite: MATH*0901 if required by placement testing

Co-requisite: MATH*0902 should be taken concurrently with Math*1016 if required by placement testing

MATH*1054

Pre-requisite: MATH*0901 if required by placement testing and MATH*1000

COMM*1402

Pre-requisite: ENG*1031/1032 or ENG*1033/1034 if required by placement testing; May be taken concurrently with ENG*1030

Equivalency: COMM*1400

Inquiry & Analysis PLO

GE 2021- 2026: *Research and Technology* is offered as a college-based course.

Pre-requisite: CS*0412 if required by placement testing; Written Communication course & Speech Communication course

Equivalency: GE*2020

GE*2021: College of Business and Public Management

GE*2022: College of Education & College Health Professions and Human Services

GE*2023: College of Liberal Arts

GE*2024: College of Science, Mathematics, and Technology & College Health Professions and Human Services

GE*2025: Departments of Fine Arts, Music, and Theatre & Michael Graves College

GE*2026: Undecided Majors and other special populations

GE PLO Courses

Approved GE PLO Course List

All courses taken under the General Education Essential Learning and Core Competency requirements must be selected from the Approved General Education PLO Course List.

Foreign Language Credit

The three credits for a foreign language that may satisfy the GE Intercultural Knowledge & Understanding requirement are awarded only upon successful completion of the second of two semesters of study at the introductory or intermediate level. Credit for the first semester may be used as an elective.

UNIVERSITY REQUIREMENTS

GE 1000/3000 Requirement

All undergraduate students must satisfy this University Requirement for Graduation by successfully completing one of the following courses at Kean University: GE 1000 Transition to Kean (all freshmen and transfers entering with 0-29 credits) or GE 3000 Transfer Transitions (transfers entering with 30 credits or more).

Writing-Emphasis Requirement

To graduate, all students are required to complete at least one "Writing Emphasis" course within their major. Such courses are designed to provide students with an opportunity to explore writing as it is done in their chosen field. Typically, Writing Emphasis courses are taken in the junior or senior year, after the student's initial composition courses are completed. Students should consult their major program advisor for specific information about the Writing Emphasis course requirement.