

Robert Busch School of Design

BFA: ADVERTISING

Kean University 120 SH								
FIRST YEAR	FALL	GD 1000 Computers in Graphic Design I (3)	DSN 1101 Visual Form I (3)	DSN 1103 Visualization Techniques I (3)	MATH 1000, 1010, 1016, 1030 or 1054 (3)  (GE Foundation)	ENG 1030 College Composition (3)  (GE Foundation)	GE 1000 Transition to Kean (1)  (GE Foundation)	16
	SPRING	GD 2015 Composition: Type & Image (3)	DSN 1100 Introduction to Design and Visual Culture (3)	GD 2010 Typography I (3)	COMM 1402 Speech Communication as Critical Citizenship (3)  (GE Foundation)	GE 2025* Research & Technology (3)  (GE Foundation)		15
	SUMMER	GE SUMMER COURSES RECOMMENDED OR TRAVELEARN						
SECOND YEAR	FALL	GD 3020 Graphic Design Fundamentals I (3)	GD 3321 Motion Graphics Design I (3)	GD 3010 Typography II (3)	GD 3220 Advertising I (3)	AH 1700 Art From Prehistory Through Middle Ages (3)  (GE requirement)	HIST 1062* Worlds of History: Traditions and Encounters (3)  (GE requirement)	18
	SPRING	GD 3021 Graphic Design Fundamentals II (3)	GD 3320 Web & Interactive Design I (3)	GD 3230 Copywriting for Advertising (3)	SOCIAL SCIENCE (3)  (GE requirement)	AH 1701 History of Art from the Renaissance to the Modern World (3)  (Additional required course)		15
	SUMMER	GE SUMMER COURSES + SOPHOMORE YEAR INTERNSHIP RECOMMENDED OR TRAVELEARN						
THIRD YEAR	FALL	GD 4220 Advertising II (3)	GD 4223 Brand Strategies and Design (3)		MATH or CPS (3)  (GE requirement)	AH 3740 Modern Art (3)  (Additional required course)	ENG 2403* World Literature (3)  (GE requirement)	15
	SPRING	GD 4222 Design of Advertising (3)	GD 4120 Promotional Design (3)	GD 3224 User Interface Experience Design I (3)	GD 3030 History of Visual Communications (3)		LAB SCIENCE (4)  (GE requirement)	16
	SUMMER	* JUNIOR YEAR INTERNSHIP REQUIRED *						
FOURTH YEAR	FALL	GD 4221 Advertising Design Omni-Channel Campaigns (3)	GD 3003 or 4090 Internship/Practicum (3)	GD 4321 Motion Graphics Design II (3)	Major Elective Course: 1/2 (3)	Free Elective (1)*  *SH with advisement		13
	SPRING	GD 4099 Graphic Design Portfolio (3)	DSN 4000 Critical Perspectives in Design (3)		Major Elective Course: 2/2 (3)	Free Elective (3)*  *SH with advisement		12
TOTAL REQUIRED								120