

KEAN UNIVERSITY – MICHAEL GRAVES COLLEGE

(45403) B.F.A. ADVERTISING 120 S.H.

Minimum GPA Required for Declaration: **3.00**

Minimum GPA Required for Major: **3.00**

Overall Minimum GPA Required for Graduation: **2.00**

EFFECTIVE DATE: Fall 2021

GENERAL EDUCATION		32 Semester Hours (S.H.)	ACADEMIC MAJOR	78 S.H. (Total)
Foundation Requirements:¹		13 S.H.	Foundation Core:	9 S.H.
GE 1000 Transition to Kean –or– GE 3000 Transfer Transitions ²		1	DSN 1100 Introduction to Design and Visual Culture	3
ENG 1030 College Composition ³		3	DSN 1101 Visual Form I	3
MATH 1000; 1010; 1016; 1030; or 1054		3	DSN 1103 Visualization Techniques I	3
COMM 1402 Speech Communication as Critical Citizenship		3		
GE 2025 Research & Technology		3		
Disciplinary & Interdisciplinary Distribution Requirements:¹		19 S.H.	Major Required Courses:	57 S.H.
Humanities		6 S.H. (from different areas)	GD 1000 Computers in Graphic Design I	3
*ENG 2403 World Literature		3	GD 2010 Typography I	3
Take one “GE Approved” course			GD 2015 Composition: Type & Image	3
AH 1700 Art from Prehistory through Middle Ages		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 (WE)	3
			GD 3224 User Interface Experience Design I	3
			GD 3230 Copywriting for Advertising	3
Social Sciences		6 S.H. (from different areas)	GD 3320 Web and Interactive Design I	3
*HIST 1062 Worlds of History: Traditions and Encounters		3	GD 3321 Motion Graphics Design I	3
Take one “GE Approved” course from one area below			GD 4099 Graphic Design Portfolio	3
Psychology		3	GD 4120 Promotional Design	3
Economics or ES 1010 World Geography		3	GD 4220 Advertising II	3
Political Science		3	GD 4221 Advertising Design Omni-Channel Campaigns	3
Sociology or Anthropology		3	GD 4222 Design of Advertising	3
Interdisciplinary		3	GD 4223 Branding Strategies and Design	3
			GD 4321 Motion Graphics Design II	3
Science and Mathematics		7 S.H.		
MATH 1000;1010;1016;1030;1054; CPS 1032;1231		3	Major Elective Courses (2000 level or above): 6 S.H.	
Lab Science (from Biology; Chemistry; Environmental Sciences; Earth Sciences; Forensic Sciences; Interdisciplinary; Physics; or Sustainability Sciences)		4	01.	3
			02.	3
			Internship / Practicum:	3 S.H.
			Choose from:	1-3
AH 1701 History of Art from the Renaissance to the Modern World		3	GD 3001; 3002; 3003 Graphic Design/Advertising Internship or	
AH 3740 Modern Art		3	GD 4090 Design Studio Practicum	
			** Major Capstone Course:	3 S.H.
FREE ELECTIVES with advisement⁵		4 S.H.	DSN 4000 Critical Perspectives in Design	3
At least 50% must be 3000/4000 level:				
01. GD 1996 Research Experience ⁴ (optional)		1-2	Special Notes:	
02.		1-3	¹ See pre-requisites and equivalencies on page 2	
03.		1-3	² University requirement for graduation for all undergraduate students that must be satisfied in one of two ways: Complete GE 1000 (all freshmen and transfers entering with 0-29 credits) OR complete GE 3000 (transfers entering with 30 credits or more)	
04.		1-3	³ ENG 1030 requires grade of C or higher	
			⁴ Course can be taken up to 2 times	
			⁵ See course options on page 2	
			*GE Distribution course required of all students	
			**Course required by Major	

GENERAL EDUCATION AND UNIVERSITY 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 and/or multiple measures placement prior to registration. Students may be exempt from testing due to SAT/ACT scores or prior college work.

Prerequisites and Equivalencies for GE Foundations Courses

GE 1000/GE 3000 is a University Graduation Requirement
GE 1000
 Required of all freshmen & transfers entering with 0-29 credits
 Prerequisite: None
 Equivalent: ID 1001

GE 3000

Required of transfers entering with 30 credits or more
 Prerequisite: 30 credits and ENG 1030

ENG 1030

Prerequisite: Placement testing or exemption from placement testing
 ENG 1025 if required by placement testing
 Equivalent: ENG 1031/1032, ENG 1033/1034, ENG 1430 (ESL version), ENG 1620 (Honors version), ENG 1020, ENG 1400

MATH 1000 or MATH 1044*

Prerequisite: MATH 0901 if required by placement testing
 *MATH 1044 is available as a Foundation option for CBPM students only
 Equivalent: MATH 1000: MATH 1001/1002, MATH 1003/1004, MATH 1051

MATH 1010 or 1016 or 1030

Prerequisite: MATH 0901 if required by placement testing
 Co-requisite: Math 0902 (only required, with advisement, based on placement test score and intended major)

MATH 1054

Prerequisite MATH 0901 if required by placement testing and MATH 1000

COMM 1402

Prerequisite CS 0412 if required by placement testing
 ENG 1025 if required by placement testing
 May be taken concurrently with ENG 1030
 Equivalent COMM 1400

GE 2021- 2026 Research and Technology is offered as college-based course

GE 2021 College of BPM
 GE 2022 College of EDU
 GE 2023 All College of CLA
 GE 2024 College of NAHS & NJCSTM & NWGC (Speech Language and Hearing Science majors)
 GE 2025 SFPA & Michael Graves College
 GE 2026 Undecided Majors and other special populations
 Prerequisite CS 0412 if required by placement testing; ENG 1030 or equivalent course
 Equivalent: GE 2020

GE Distribution Courses

Approved 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. These courses are designated as GEHU, GESS, and GESM.
 GEHU Humanities
 GESS Social Sciences
 GESM Science and Mathematics

Required GE Distribution Courses

ENG 2403 is a required Humanities Distribution course with an emphasis on diversity.
 Prerequisite: CS 0412 if required by placement testing; ENG 1030 or equivalent
 Equivalent: ENG*2203

HIST 1062 is a required Social Sciences Distribution course.
 Prerequisite: None

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 the second of two semesters of study at the introductory or intermediate level. Credit for the first semester may be used as elective credit.

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

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.

Note: Equivalent courses may be prior General Education or prerequisite course work taken by students that is now discontinued