

# 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.
<b>FOUNDATION REQUIREMENTS</b>	<b>13 S.H.</b>	<b>REQUIRED FOUNDATION CORE</b>	<b>15 S.H.</b>
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	
<b>DISCIPLINARY &amp; INTERDISCIPLINARY</b>		<b>REQUIRED MAJOR COURSES</b>	<b>63 S.H.</b>
<b>Distribution Requirements:</b>		GD 1000 Computers In Graphic Design +	
<b>HUMANITIES:</b>	<b>6 S.H.</b>	GD 2005 Studio Skills	
*ENG 2403 World Literature		GD 3130 Graphic Design Survey	
<b>Select one from the following:</b>		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	
<b>SOCIAL SCIENCES:</b>	<b>6 S.H.</b>	GD 4220 Advertising II	
*HIST 1062 Worlds of History		GD 3230 Copywriting I	
<b>Select one from the following:</b>		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	
<b>SCIENCE AND MATHEMATICS:</b>	<b>7 S.H.</b>	<b>THREE MAJOR, UPPER DIVISION COURSES</b>	<b>9 S.H.</b>
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.	
<b>G.E. AND MAJOR CAPSTONE:</b>	<b>3 S.H.</b>	<b>FREE ELECTIVES selected with advisement</b>	<b>6 S.H.</b>
*DSN 4000 Critical Perspectives in Design***		<i>At least 50% must be 3000/4000 level</i>	
		01.	
		02.	
<b>ADDITIONAL REQUIRED COURSES:</b>	<b>12 S.H.</b>	<b>TOTAL CREDITS:</b> _____	
AH 1700 Art History, Prehistoric - Medieval		<b>ADVISOR:</b> _____	
AH 1701 Art History, Renaissance - Modern		<b>ADVISOR SIGNATURE:</b> _____	
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.