# BFA in Graphic Design: Interactive Advertising / 131 S.H.

**Effective Date:** Fall 2011

**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
- ENG 1030: College Composition (Requires a C or better)
- MATH 1000 or 1010, 1016, 1030, 1054
- COMM 1402: Speech Communication
- GE 2025: Research & Technology

## Disciplinary & Interdisciplinary Distribution Requirements:

### Humanities: 6 S.H.

* ENG 2403: World Literature
* Select one from the following:
  - Fine Arts or Art History
  - Philosophy or Religion
  - Music or Theatre
  - Foreign Languages (Must take I and II for credit)
  - Interdisciplinary

### Social Sciences: 6 S.H.

* HIST 1062: Worlds of History or HIST 1000
* Select one from the following:
  - Psychology 1000
  - Economics or Geography
  - Political Science
  - Sociology or Anthropology
  - Interdisciplinary

### Science and Mathematics: 7 S.H.

- CPS 1032 or CPS 1231 or MATH 1010, 1016, 1030, 1054
- Lab Science
- Biology; Chemistry; Physics; Geology; Meteorology; Earth Science; Astronomy; Interdisciplinary

## G.E. and Major Capstone: 3 S.H.

* DSN 4000: Critical Perspectives in Design ***

## Additional Required Courses: 12 S.H.

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

## Academic Major*** 78 S.H. Total Credits

### Required Foundation Core 15 S.H.

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>DSN 1100: Introduction to Design &amp; Visual Culture</td>
<td>3</td>
</tr>
<tr>
<td>DSN 1101: Visual Form I</td>
<td>3</td>
</tr>
<tr>
<td>DSN 1102: Visual Form II</td>
<td>3</td>
</tr>
<tr>
<td>DSN 1103: Visualizing Techniques I</td>
<td>3</td>
</tr>
<tr>
<td>DSN 1104: Visualizing Techniques II</td>
<td>3</td>
</tr>
</tbody>
</table>

### Required Major Courses 63 S.H.

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>GD 1000: Computers in Graphic Design</td>
<td>3</td>
</tr>
<tr>
<td>GD 2005: Studio Skills</td>
<td>3</td>
</tr>
<tr>
<td>GD 3031: Graphic Design Survey</td>
<td>3</td>
</tr>
<tr>
<td>GD 2010: Typography I</td>
<td>3</td>
</tr>
<tr>
<td>GD 3010: Typography II</td>
<td>3</td>
</tr>
<tr>
<td>GD 3030: History of Visual Communications</td>
<td>3</td>
</tr>
<tr>
<td>GD 3020: Graphic Design Fundamentals I</td>
<td>3</td>
</tr>
<tr>
<td>GD 3021: Graphic Design Fundamentals II</td>
<td>3</td>
</tr>
<tr>
<td>GD 3220: Advertising I (WE)</td>
<td>3</td>
</tr>
<tr>
<td>GD 4220: Advertising II</td>
<td>3</td>
</tr>
<tr>
<td>GD 3230: Copywriting I</td>
<td>3</td>
</tr>
<tr>
<td>GD 3220: Web &amp; Interactive Design I</td>
<td>3</td>
</tr>
<tr>
<td>GD 3221: Motion Graphic Design I</td>
<td>3</td>
</tr>
<tr>
<td>GD 3222: Identity &amp; Information Design or</td>
<td></td>
</tr>
<tr>
<td>GD 3223: Brand Strategy &amp; Design</td>
<td>3</td>
</tr>
<tr>
<td>GD 4222: Design of Advertising</td>
<td>3</td>
</tr>
<tr>
<td>GD 4101: Concept to Print</td>
<td>3</td>
</tr>
<tr>
<td>GD 4210: Promotional</td>
<td>3</td>
</tr>
<tr>
<td>GD 4099: Portfolio</td>
<td>3</td>
</tr>
</tbody>
</table>

## Three Major, Upper Division Courses 9 S.H.

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.

### Notes:

* 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:**

---

**Revised 5/11**
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
<table>
<thead>
<tr>
<th>Year</th>
<th>FALL</th>
<th>SPRING</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>GD 1000</td>
<td>DSN 1103</td>
</tr>
<tr>
<td></td>
<td>Computers in Graphic Design</td>
<td>Visualizing Techniques I</td>
</tr>
<tr>
<td>02</td>
<td>GD 2010</td>
<td>DSN 1104</td>
</tr>
<tr>
<td></td>
<td>Typography I</td>
<td>Visualizing Techniques II</td>
</tr>
<tr>
<td></td>
<td>DSN 1103</td>
<td>DSN 1102</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Visual Form II</td>
</tr>
<tr>
<td></td>
<td></td>
<td>DSN 1101</td>
</tr>
<tr>
<td>03</td>
<td>GD 3020</td>
<td>GD 3031</td>
</tr>
<tr>
<td></td>
<td>Graphic Design Fundamentals I</td>
<td>Graphic Design Survey</td>
</tr>
<tr>
<td></td>
<td>DSN 1101</td>
<td>DSN 1101</td>
</tr>
<tr>
<td>04</td>
<td>GD 3230</td>
<td>GD 3320</td>
</tr>
<tr>
<td></td>
<td>Copywriting</td>
<td>Web &amp; Interactive Design I</td>
</tr>
<tr>
<td></td>
<td></td>
<td>DSN 1101</td>
</tr>
<tr>
<td></td>
<td></td>
<td>DESIGN</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Courses marked with an asterisk are suggested for summer school to facilitate graduation within the four year sequence outlined here. Numbers in italics under the course are pre-requisite requirements for that course.
Admission to the School of Design

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 original 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.