Michael Graves College/Robert Busch School of Design
BFA Graphic Design: Interactive Advertising (45400)
4 Year Plan

Fall 2019 - 9/17/19

								Recommended Credits	
Year 01	Fall	GD 1000 Computers in GD (3)	DSN 1101 Visual Form I (3)	DSN 1103 Visualizing 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	
	Winter								
	Spring	GD 2005 Studio Skills (3)	GD 2010 Typography I (3)	DSN 1100 Introduction to Design & Visual Culture (3)	COMM 1402 Speech Communication (3) (GE Foundation)	GE 2025 Research & Technology (3) (GE Foundation)		15	
	Summer	SUMMER COURSES RECOMMENDED OR TRAVELEARN							
Year 02 Study WKU	Fall	GD 3020 Graphic Design Fundamentals I (3)	GD 3010 Typography II (3)	GD 3321 Motion Graphics I (3)	Major Course: 1/4 GD 3224 UI/UX Design I (3) (Recommended)	AH 1700 Art History: Prehistoric to Middle Ages (3) (GE requirement)	GE 2025 Research & Technology (3) (GE Foundation)	18	
	Winter								
	Spring	GD 3021 Graphic Design Fundamentals II (3)	GD 3320 Web & Interactive Design I (3)	GD 3220 Advertising I (3)	AH 1701 Art History Renaissance–Modern (3) (Additional required course)	SOCIAL SCIENCE (3) (GE requirement)		15	
	Summer	SUMMER COURSES + SOPHOMORE YEAR INTERNSHIP RECOMMENDED OR TRAVELEARN							
Year 03 Study Rome (SP) or WKU	Fall	GD 4222 Design for Advertising (3)	GD 3230 Copywriting I (3)	GD 4101 Concept to Print (3)	Major Course: 2/4 GD 4321 Motion Graphics II (3) (Recommended)	AH 3740 Art History Modern Art (3) (Additional required course)	ENG 2403 World Literature (3) (GE requirement)	18	
	Winter								
	Spring	GD 4220 Advertising II (3)	GD 4120 Promotional Design (3)	Major Course: 3/4 DSN 2900 Internship Preparation (3) (Recommended)	GD 3030 History of Visual Communications (3)	LAB SCIENCE (4) (GE requirement)		16	
	Summer	SUMMER COURSES + JUNIOR YEAR INTERNSHIP RECOMMENDED OR TRAVELEARN							
Year 04	Fall	Major Course: 6/9 GD 4223 Branding Strategy & Design (Recommended)	GD 3003 or 4090 Internship/Practicum (3)	Major Course: 7/9 GD 4120 Promotional Design (3) (Recommended)	Major Course: 8/9 GD 4224 UI/UX Design II (3) (Recommended)			12	
	Winter								
	Spring	GD 4099 Graphic Design Portfolio (3)	GD 4000 Critical Perspectives (3)	Major Course: 4/4 (TBD)*	Free Elective (1-3) (SH with advisement)			10	

Please see the Curriculum Sheet for this program via Quick Links on the Kean University home page.   **TOTAL REQUIRED   120**

*To be determinded with advisement