

**KEAN UNIVERSITY – MICHAEL GRAVES COLLEGE**

**(45400)**

**B.F.A. GRAPHIC DESIGN: INTERACTIVE 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 2019**

<b>GENERAL EDUCATION</b>	<b>32 Semester Hours (S.H.)</b>	<b>ACADEMIC MAJOR</b>	<b>78 S.H. (Total)</b>
<b>Foundation Requirements:<sup>1</sup></b>	<b>13 S.H.</b>	<b>Foundation Core:</b>	<b>9 S.H.</b>
GE 1000 Transition to Kean –or– GE 3000 Transfer Transitions <sup>2</sup>	1	DSN 1100 Introduction to Design and Visual Culture	3
ENG 1030 Composition <sup>3</sup>	3	DSN 1101 Visual Form I	3
MATH 1000; 1010; 1016; 1030; or 1054	3	DSN 1103 Visual Techniques I	3
COMM 1402 Speech Communication	3		
GE 2025 Research & Technology	3	<b>Major Required Courses:</b>	<b>51 S.H.</b>
		GD 1000 Computers in Graphic Design I	3
		GD 2005 Studio Skills	3
<b>Disciplinary &amp; Interdisciplinary Distribution Requirements:<sup>1</sup></b>	<b>19 S.H.</b>	GD 2010 Typography I	3
<b>Humanities</b>	<b>6 S.H. (from different areas)</b>	GD 3010 Typography II	3
*ENG 2403 World Literature	3	GD 3020 Graphic Design Fundamentals I	3
<b>Take one "GE Approved" course:</b>		GD 3021 Graphic Design Fundamentals II	3
AH 1700 Art- Prehistory to Middle Ages	3	GD 3030 History of Communication	3
		GD 3220 Advertising I (WE)	3
<b>Social Sciences</b>	<b>6 S.H. (from different areas)</b>	GD 3230 Copywriting I	3
*HIST 1062 Worlds of History	3	GD 3320 Web and Interactive Design I	3
<b>Take one "GE Approved" course from one area below</b>		GD 3321 Motion Graphic Design I	3
Psychology	3	GD 4101 Concept to Print	3
Economics or ES 1010 World Geography	3	GD 4120 Promotional Design	3
Political Science	3	GD 4220 Advertising II	3
Sociology or Anthropology	3	GD 4222 Design for Advertising	3
Interdisciplinary	3	GD 4223 Branding Strategy & Design or GD 4121 Identity & Information Design	3
		GD 4099 Portfolio	3
<b>Science and Mathematics</b>	<b>7 S.H.</b>	<b>GD Major Elective Courses (2000 level or above):</b>	<b>12 S.H.</b>
MATH 1000;1010;1016;1030;1054; CPS 1032;1231	3	01.	3
Lab Science (from Biology; Chemistry; Environmental Sciences; Earth Sciences; Forensic Sciences; Interdisciplinary; Physics; or Sustainability Sciences)	4	02.	3
		03.	3
		04.	3
<b>ADDITIONAL REQUIRED COURSES</b>	<b>6 S.H.</b>	<b>Internship / Practicum:</b>	<b>3 S.H.</b>
AH 1701 Art History, Renaissance-Modern	3	Choose from:	
AH 3740 Art History, Modern Art	3	GD 3001; 3002; 3003; or 4090	1- 3
<b>FREE ELECTIVES</b>	<b>4 S.H.</b>	<b>** Major Capstone Course:</b>	<b>3 S.H.</b>
Choose from the following (at least 50% must be 3000/4000 level):		DSN 4000 Critical Perspectives	3
01. GD 1996 Research Experience <sup>4</sup> (optional)	1-2		
02.	1-3		
03.	1-3		
04.	1-3	<b>Special Notes:</b>	
		<sup>1</sup> See pre-requisites and equivalencies (on page 2)	
		<sup>2</sup> 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)	
		<sup>3</sup> ENG 1030 requires grade of C or higher	
		<sup>4</sup> Course can be taken up to 2 times	
		<sup>*</sup> GE Distribution course required of all students	
		<sup>**</sup> 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 prior to registration. Students may be exempt from testing due to SAT scores or prior college work.

### Prerequisites and Equivalencies for GE Foundations Courses

#### **GE 1000**

Required of all freshmen & transfers entering with 0-29 credits

Prereq: None  
Equiv: ID 1001

#### **GE 3000**

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

#### **ENG 1030**

Prereq: Placement testing or exemption from placement testing

Equiv: ENG 1031/1032, ENG 1033/1034, ENG 1430, ENG 1620, ENG 1020, ENG 1400

#### **MATH 1000 or 1010 or 1016 or 1030**

Prereq: MATH 0901 if required by placement testing

Equiv of MATH 1000: MATH 1001/1002, MATH 1003/1004, MATH 1051

#### **MATH 1044 or 1054**

Prereq: MATH 0901 if required by placement testing and MATH 1000

#### **COMM 1402**

Prereq: CS 0412 if required by placement testing  
ENG 1031/1032 or ENG 1033/1034 if required by placement testing  
May be taken concurrently with ENG 1030

Equiv: 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 College of CLA

GE 2024 College of NAHS

& NJCSTM & NWGC

GE 2025 SVPA & Michael Graves College

GE 2026 Undecided Majors and other special populations

Prereqs: CS 0412 if required by placement testing  
ENG 1030 or equivalent  
COMM 1402

Equiv: 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.

Prereq: CS 0412 if required by placement testing; ENG 1030 or equivalent  
Equiv: ENG\*2203

**HIST 1062** is a required Social Sciences Distribution course.  
Prereq: 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.