

KEAN UNIVERSITY/ ROBERT BUSCH SCHOOL OF DESIGN

**BFA in Graphic Design : Interactive Advertising**

\* 4 YEAR SEQUENCE

Year <b>01</b>	FALL	GD 1000 Computers in Graphic Design	DSN 1101 Visual Form I	DSN 1103 Visualizing Techniques I	MATH Choices 1000, 1010 or 1016 (GE Foundation)	ENG 1030 College Composition (GE Foundation)	GE 1000 (1) Transition to KEAN (GE Foundation) OR GE 3000 (transfers) (1)
	SPRING	GD 2010 Typography I DSN 1101, DSN 1103 GD 1000	DSN 1102 Visual Form II DSN 1101	DSN 1104 Visualizing Techniques II DSN 1103	DSN 1100 Intro to Design & Visual Culture	AH 1700 Art History I Prehistoric to Middle Ages	COMM 1402 (3) Speech Communication (GE Foundation)
Year <b>02</b>	FALL	GD 3020 Graphic Design Fundamentals I GD 2010	GD 2005 Studio skills DSN 1101, DSN 1103 GD 1000	GD 3010 Typography II GD 2010	AH 1701 Art History II Renaissance to Modern	CPS 1032 Computer Applications OR CPS 1231 Programming	GE 2025* (3) Research & Technology CVPA Section (GE Foundation)
	SPRING	GD 3021 Graphic Design Fundamentals II GD 2010	GD 3031 Graphic Design Survey GE 2025, DSN 1100	GD 3030 History of Visual Communications GE 2025, DSN 1100	GD 3220 Advertising I ENG 1030, ENG 1020	AH 3740 Modern Art	HIST 1062* (3) Worlds of History (GE requirement)
Year <b>03</b>	FALL	GD 3321 Motion Graphics I GD 3020, GD 3021	GD 3320 Web & Interactive Design I GD 1000, GD 2010	GD 4222 Design for Advertising GD 3020, GD 3220	GD 4121 Identity GD 3000 GD 3021 OR GD 4223 Branding GD 3000 GD 3220	ID 3230 Understanding Images	ENG 2403* (3) World Literature (GE requirement)
	SPRING	GD 3230 Copywriting	GD 4101 Concept to Print GD 2005, GD 3020 GD 3221	GD 4220 Advertising II GD 3220, GD 3230	GD Major Course		HUMANITIES (3) (GE requirement)
Year <b>04</b>	FALL	GD 4120 Promotional Design GD 3020, GD 3220	GD Major Course	Free Elective	Free Elective		LAB SCIENCE (4) (GE requirement)
	SPRING	GD 4099 Portfolio Permission of Instructor	GD Major Course	DSN 4000 Critical Perspectives Six credits of art and/or design history			SOCIAL SCIENCE (3) (GE requirement)

\* 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 prerequisite requirements for that course.