

Robert Busch School of Design

BFA: ADVERTISING

Kean University 120 SH

FIRST YEAR	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*1000*103 or GE*1000*104 (GE Foundation)	16
	SPRING	GD 2015 Composition, Type & Image (3) GD2025	DSN 1100 Introduction to Design & Visual Culture (3)	GD 2010 Typography I (3)	COMM 1402 Speech Communication (3) (GE Foundation)	GE 2025* Research & Technology (3) (GE Foundation)		15
	SUMMER	GE SUMMER COURSES RECOMMENDED OR TRAVELEARN						
SECOND YEAR STUDY WKU	FALL	GD 3020 Graphic Design Fundamentals I (3)	GD 3321 Motion Graphics I (3)	GD 3010 Typography II (3)	GD 3220 Advertising I (3)	AH 1700 Art History Prehistoric to Middle Ages (3) (GE requirement)	HIST 1062* Worlds of History (3) (GE requirement)	18
	SPRING	GD 3021 Graphic Design Fundamentals II (3)	GD 3320 Web & Interactive Design I (3)	GD 3230 Copywriting I (3)	SOCIAL SCIENCE (3) (GE requirement)	AH 1701 Art History Renaissance–Modern (3) (Additional required course)		15
	SUMMER	GE SUMMER COURSES + SOPHOMORE YEAR INTERNSHIP RECOMMENDED OR TRAVELEARN						
THIRD YEAR STUDY ROME (Spring) OR WKU	FALL	GD 4220 Advertising II (3)	GD 4223 Brand Strategy (3)		MATH or CPS (3) (GE requirement)	AH 3740 Art History Modern Art (3) (Additional required course)	ENG 2403* World Literature (3) (GE requirement)	15
	SPRING	GD 4222 Design for Advertising (3)	GD 4120 Promotional Design (3)	GD 3224 UI/UX Design I (3)	GD 3030 History of Visual Communications (3)		LAB SCIENCE (4) (GE requirement)	16
	SUMMER	* JUNIOR YEAR INTERNSHIP REQUIRED *						
FORTH YEAR	FALL	GD 4221 Advertising III (3)	GD 4090 Internship/Practicum (3)	GD 4321 Motion Graphics II (3) COMM*3902 ANIMATION I	Major Course: 1/2 (3) Internship Prep B	Free Elective (1)* *SH with advisement		13
	SPRING	GD 4099 Graphic Design Portfolio (3)	GD 4000 Critical Perspective (3)		Major Course: 2/2 (3) (TBD)	Free Elective (3)* *SH with advisement		12
	TOTAL REQUIRED							