

**KEAN UNIVERSITY – MICHAEL GRAVES COLLEGE**  
**(45403) B.F.A. 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 2021**

<b>GENERAL EDUCATION</b>	<b>32 Semester Hours (S.H.)</b>		<b>ACADEMIC MAJOR</b>	<b>72 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>Disciplinary &amp; Interdisciplinary Distribution Requirements:<sup>1</sup></b>	<b>19 S.H.</b>		<b>Major Required Courses:</b>	<b>57 S.H.</b>
<i>Humanities</i>	<b>6 S.H. (from different areas)</b>		GD 1000 Computers in Graphic Design I	3
*ENG 2403 World Literature	3		GD 2010 Typography I	3
<b>Take one “GE Approved” course</b>			GD 2015 Composition, Type & Image	3
AH 1700 Art-Prehistory to Middle Ages	3		GD 3010 Typography II	3
			GD 3020 Graphic Design Fundamentals I	3
			GD 3021 Graphic Design Fundamentals II	3
			GD 3030 History of Communication	3
			GD 3220 Advertising I (WE)	3
			GD 3224 UI/UX Design I	3
			GD 3230 Copywriting I	3
<i>Social Sciences</i>	<b>6 S.H. (from different areas)</b>		GD 3320 Web and Interactive Design I	3
*HIST 1062 Worlds of History	3		GD 3321 Motion Design I	3
<b>Take one “GE Approved” course from one area below</b>			GD 4099 Portfolio	3
Psychology	3		GD 4120 Promotional Design	3
Economics or ES 1010 World Geography	3		GD 4220 Advertising II	3
Political Science	3		GD 4221 Advertising III	3
Sociology or Anthropology	3		GD 4222 Design for Advertising	3
Interdisciplinary	3		GD 4223 Branding Strategy & Design	3
			GD 4321 Motion Design II	3
<i>Science and Mathematics</i>	<b>7 S.H.</b>			
MATH 1000;1010;1016;1030;1054; CPS 1032;1231	3		<b>GD Major Elective Courses (2000 level or above):</b>	<b>6 S.H.</b>
Lab Science (from Biology; Chemistry; Environmental Sciences; Earth Sciences; Forensic Sciences; Interdisciplinary; Physics; or Sustainability Sciences)	4		01.	3
			02.	3
			<b>Internship / Practicum:</b>	<b>3 S.H.</b>
<b>ADDITIONAL REQUIRED COURSES</b>	<b>6 S.H.</b>		Choose from:	
AH 1701 Art History, Renaissance-Modern	3		GD 3001; 3002; 3003 Internship <i>or</i>	
AH 3740 Art History, Modern Art	3		4090 Design Studio Practicum	
			<b>** Major Capstone Course:</b>	<b>3 S.H.</b>
<b>FREE ELECTIVES with advisement <sup>5</sup></b>	<b>4 S.H.</b>		DSN 4000 Critical Perspectives in Design	3
At least 50% must be 3000/4000 level:				
01. GD 1996 Research Experience <sup>4</sup> (optional)	1-2		<b>Special Notes:</b>	
02.	1-3		<sup>1</sup> See pre-requisites and equivalencies on page 2	
03.	1-3		<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)	
04.	1-3		<sup>3</sup> ENG 1030 requires grade of C or higher	
			<sup>4</sup> Course can be taken up to 2 times	
			<sup>5</sup> See course options on page 2	
			*GE Distribution course required of all students	
			**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 and/or multiple measures placement prior to registration. Students may be exempt from testing due to SAT/ACT scores or prior college work.

### Prerequisites and Equivalencies for GE Foundations

#### Courses

**GE 1000/GE 3000 is a University Graduation Requirement**

#### **GE 1000**

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

Prerequisite: None

Equivalent: ID 1001

#### **GE 3000**

Required of transfers entering with 30 credits or more

Prerequisite: 30 credits and ENG 1030

#### **ENG 1030**

Prerequisite: Placement testing or exemption from placement testing

ENG 1025 if required by placement testing

Equivalent: ENG 1031/1032, ENG 1033/1034, ENG 1430 (ESL version), ENG 1620 (Honors version), ENG 1020, ENG 1400

#### **MATH 1000 or MATH 1044\***

Prerequisite: MATH 0901 if required by placement testing

\*MATH 1044 is available as a Foundation option for CBPM students only

Equivalent: MATH 1000: MATH 1001/1002, MATH 1003/1004, MATH 1051

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

Prerequisite: MATH 0901 if required by placement testing

Co-requisite: Math 0902 (only required, with advisement, based on placement test score and intended major)

#### **MATH 1054**

Prerequisite MATH 0901 if required by placement testing and MATH 1000

#### **COMM 1402**

Prerequisite CS 0412 if required by placement testing

ENG 1025 if required by placement testing

May be taken concurrently with ENG 1030

Equivalent 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 All College of CLA

GE 2024 College of NAHS & NJCSTM & NWGC (Speech Language and Hearing Science majors)

GE 2025 SFPA & Michael Graves College

GE 2026 Undecided Majors and other special populations

Prerequisite CS 0412 if required by placement testing; ENG 1030 or equivalent course

Equivalent: 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.

Prerequisite: CS 0412 if required by placement testing; ENG 1030 or equivalent

Equivalent: ENG\*2203

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

Prerequisite: 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.

Note: Equivalent courses may be prior General Education or prerequisite course work taken by students that is now discontinued